Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

Second Class Postage Paid at Chicago, Ill. Copyright, 1960, by Advertising Publications, Inc.

March 21, 1960
Volume 31 • Number 12
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

THE NATIONAL NEWSPAPER OF MARKETING

Martin Revson Sues Brother on Exit Pact 'Fraud'

$600,000 Suit Charges Stock 'Deception,' Cites Revlon Execs' 'Humiliation'

NEW YORK, March 18—Martin E. Revson yesterday filed a $600,000 suit against his brother Charles, president of Revlon Inc., for the recovery of 7,500 shares of Schering stock which he says is due him under the terms of his departure from Revlon.

Mr. Revson, who was exec vp of Revlon until he resigned April 30, 1958, charges his brother with fraudulent actions and seeks changes in the stock purchasing agreement under which he sold 100,000 shares to Revlon.

Revlon attorneys submitted a motion in supreme court today to

(Continued on Page 12)

B&W, Bates Sign Consent on Life Ads

FTC Decides to Withdraw Complaint Against Bates VP David Loomis

(For Brown & Williamson's reply, see news flash on Page 119.)

WASHINGTON, March 17—The Federal Trade Commission today notched up a consent order ending its differences with Brown & Williamson Tobacco Corp. and Ted Bates & Co. over ads for Life cigarets.

This is the first settlement among the seven major cases lodged by FTC since the crusade to clean up tv commercials got under way in November. The order covers all the issues raised in FTC's complaint.

In announcing the settlement, FTC also revealed it has decided to withdraw its complaint against David Loomis, Ted Bates vp, on the Life account. The commission said it is convinced Mr. Loomis "had no authority to direct or control the policies of the two companies."

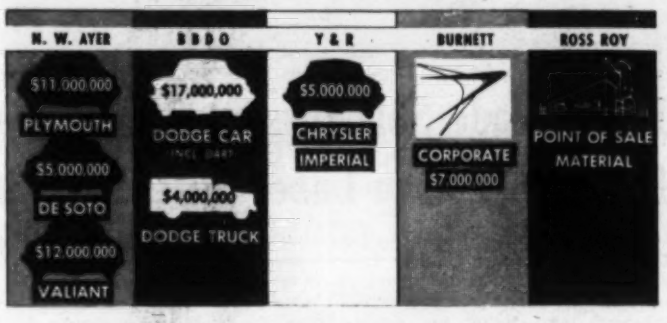
■ The consent order today specifies:

1. Life is not to use a demonstration which purports to show its filter absorbs more tar and nicotine than other brands "when such proof is not actually given."

2. It must halt any claim that the U.S. government or any of its agencies approves or sanctions its filter cigarets or has found their smoke lower in tar or nicotine when compared with other brands.

The agreement is for settlement purposes only. While it is legally enforceable, it does not constitute an admission by respondents that ... violated the law. #

Chrysler Corp.'s U. S. Agency Lineup



(Figures are estimated annual billings)

Spot TV Volume in 4th Quarter Hit $165,732,000

Newcomers in Top 100: Contadina, Kayser-Roth, Lanvin, Marx, Norelco

NEW YORK, March 16—Six new names muscled their way into the spot tv leaders during the fourth quarter of 1959.

On the Television Bureau of Advertising's top 100 list for the first time were Contadina Foods ($382,500); Kayser-Roth Hosiery Co. ($440,100); Lanvin Parfums ($379,400); Louis Marx & Co. ($417,000); North American Philips Co. ($630,600) and Quality Bakers of America ($449,500).

■ Gross time sales for spot tv for the last three months of the year were estimated at $165,732,000, compared with $149,105,000 for the corresponding period in 1958. An analysis of business on 316 stations reporting during both periods indicates that spot sales were up nearly 14% for the final quarter of 1959.

Old customers, as well as newcomers, contributed to the increase. Among the companies which stepped up their spending levels were Procter & Gamble; Adell Chemical Co.; American Home Products Corp.; B. T. Babbitt Co.; Brown & Williamson; Chrysler Corp.; Colgate-Palmolive; Max Factor; Ford Motor Co. dealers; Lanolin Plus; Liggett & Myers; Pillsbury Co.; Plough Inc.; Revlon and Wesson Oil & Snow Drift.

■ From the standpoint of product classifications, the most noteworthy gains came in automotive (up 181%); watches, jewelry and camera (105%) and amusements (71%).

Among the advertisers who cut back their fourth quarter spot effort were Warner-Lambert, down more than $2,000,000; Lever Bros., off more than $1,500,000, and Texize Chemicals, which plummeted from $2,022,100 to $586,500.

■ The TvB's estimate for total spot billings for 1959 was $605,603,000. This was 18% above the 1958 gross estimate of $511,770,000. *(100 leading spot tv users are on Page 90.)* #

Peeved, CBS-TV Plans to Air Press Critiques

LINCOLN, NEB., March 18—Merle Jones, president of the CBS-TV stations division, revealed that CBS will soon be talking back to its critics from the press. Mr. Jones told the ninth district Advertising Federation of America convention here today that the five CBS-owned tv stations will initiate a weekly program of press review.

"Heaven knows, television stations, their programs, their operating policies and their procedure are being quite thoroughly reviewed and previewed by the press," he said. "We think it is high time we provide this same type of service to the citizens of America.

■ "Although I would not bore you this evening with the intended format of these programs, I will tell you we do not plan to indulge in sophomoric criticism of competing media," he said. "But we do think it might be interesting to review from time to time such things as the placement and juxtaposition of news items. For example, we might want to make some observations regarding the size of the type, the headline and front page position given by some newspapers over the past two or three months to the af-

(Continued on Page 120)

$30,000,000 in Billings Is Relocated . . .

Big Switch Boosts Ad Effectiveness: Chrysler

Internal Tension Seen Cause of Grant Rift; Ayer, BBDO, Gain; Roy Loses

DETROIT, March 17—One of the biggest account realignments in advertising history, involving $30,000,000 or more, occurred yesterday as Chrysler Corp. transferred its Dodge car and Dodge truck advertising from Grant Advertising and Ross Roy Inc. to Batten, Barton, Durstine & Osborn, and shifted the De Soto and Valiant accounts from BBDO to N. W. Ayer & Son, agency for Plymouth.

The moves are effective with 1961 model advertising.

The changes will mean:

• A billings loss at Grant estimated at between $14,000,000 (by the agency's president, Will C. Grant) and $17,000,000 (estimated by Dodge sources) for the Dodge account, which it has had since 1952. Grant presumably will lose an additional $3,000,000 in billings from about 28 Dodge dealer groups, which usually go with the national agency.

• A loss of an estimated $4,000,000 for Ross Roy, which has been on the truck account since February, 1940. The agency said, however, that its billings were not that high.

• A gain of well over $12,000,000 for BBDO, which becomes the sole domestic agency for the Dodge division, which includes the Dodge Dart.

• A gain of more than $10,000,000 for N. W. Ayer, which becomes the sole domestic agency for the Plymouth-De Soto-Valiant division. Chrysler is reportedly ready to spend heavily for Valiant advertising this year after good initial public reaction.

■ Ross Roy will continue to handle point of sale materials for various divisions of Chrysler Corp., yesterday's announcement stated. It added that "Ross Roy also handles the Plymouth and Fargo (truck) advertising accounts for Chrysler of Canada Ltd., and Grant has certain advertising responsibilities for Chrysler International, and is the advertising agency for Chrysler Airtemp division and for Dodge and De Soto cars and trucks in Canada"—but it did not state that these arrangements would or would not continue.

■ Gene Irwin, advertising director of Chrysler Corp. of Canada, told AA today that the company "is not planning any agency switches, in spite of recent developments involving the parent company in the U. S." Total Canadian billings are estimated to run about $4,000,000 annually.

Canadian Chrysler made its own shuffle last summer, awarding Dodge and De Soto car and Dodge truck advertising to Grant, leaving Ross Roy, which formerly handled all lines in Canada, with Chrysler and Plymouth cars and Fargo

(Continued on Page 119)

Last Minute News Flashes

Butcher Resigns as President of Brown & Butcher

NEW YORK, March 18—Thomas C. Butcher has resigned as president of Brown & Butcher. Mr. Butcher, who left Lennen & Newell two years ago to go into business with Carl Brown, said he will announce his plans later. The move stems from the loss of the Babbitt account.

Suit 'Without Merit,' Charges 'Irrelevant': Revson

NEW YORK, March 18—Following is the full text of Charles Revson's statement issued late today, following the filing of a lawsuit by Martin Revson *(see story elsewhere on this page)*: "The filing of the suit by my brother is a most regrettable development. We are confident that the courts will concur with our attorneys' view that the suit is without merit. It is particularly unfortunate that it involves the kind of emotional statements which so often characterize suits involving members of the same family. This is why our attorneys have filed a motion seeking elimination of statements which are not only unfounded but which have no bearing upon the merits of the suit."

Chernow Gets Flexees on Second Bounce

NEW YORK, March 18—The Flexees Inc. account passed through three agencies this week, finally ending up at Sam Chernow Advertising. The swimwear and foundation garment account was resigned at midweek by W. B. Doner & Co., and the same day Burroughs Advertising was reappointed to the account, which it had handled prior to Doner's appointment last September. The next day, however, the company withdrew the Burroughs appointment in favor of Chernow.

(Additional News Flashes on Page 119)

Harper Propounds Relativity Theory of Time vs. Money

Leisure Is Underpinning of Economy Today, Says McCann-Erickson Head

CHICAGO, March 18—People have more time and more money, and they sometimes result in conflicts, Marion Harper Jr., boss of McCann-Erickson, told the Executives Club here today.

In a speech which combined information and irony, Mr. Harper pointed out:

• 1. "Average leisure time increases from year to year, as a by-product of our gains in productivity."

An average worker is likely to have a 40-hour work week, a 56-hour sleep week, a 10-hour transportation week, a seven-hour grooming week, a 10½-hour dining week, and a leisure week of 45½ hours, he said.

• 2. "Gains in discretionary income create pressure for more discretionary time."

He noted that people put a new premium on free time, that requests to extend vacations with leaves of absence are common and that time comes up in labor negotiations.

• 3. "Leisure time is not simply an attribute of modern life—it is a pervasive force in shaping it. Leisure is a cause."

He pointed out that the suburbs might never have been created without the two-day weekend, and

that if we were to return to a 60 or 70-hour work week, we might plunge into a depression by drying up the leisure-goods market.

• 4. "Time and money come into conflict when there is too little of one to make satisfactory use of the other."

He noted that many executives work a 50-hours-plus week and that physicians work 60 hours, and said, "The executive may find himself in a conflict, caught between a permissive checkbook and a rigid calendar." On the other hand, some 3,500,000 workers now hold two jobs; these "moonlighters" are no beneficiaries of leisure, and they often work at two jobs so they can get money for discretionary spending, he said.

Finally there are the elderly—16,000,000 now and 20,000,000 in 1970—a group in which 80% have less than $2,000 a year and only 5% have more than $5,000. They have time but not money.

• 5. "There is an optimum balance between time and money for specific product categories."

Here he cited the growth of expenditures for travel, boats and swimming pools, important elements in a $40 billion leisure market: "A range of products, from boats to mink coats, is dependent on leisure . . . A boat requires both discretionary time and money. A mink coat requires only discretionary money—and a certain amount of discretion."

• 6. "We are far more adept in counting money than in counting the blessings of leisure."

For instance, only three in 20 people in the U. S. are likely to be reading a book, as compared with 11 of 20 in England. And adults, during the winter months, spend 85% as many hours watching television as all the gainfully employed spend at work.

• 7. "As well as discretionary dollars, the object of business competition more and more will be discretionary time."

Many industries will encourage people to stay home; others will try to coax them out.

• 8. "The changing ratio of work to leisure is a controlling factor in the size of our gross national product."

Over the years every 4% advance in productivity has meant a 1% shorter work week and 3% to produce more goods. But, if we retain a 40-hour work week, by 1970 we would have a gross national product of almost $858 billion. With a work week of 38 hours, it would drop to $817 billion; with a 36-hour week, $772 billion. Two hours subtracted from the work week would make a difference of about $50 billion in 1970's GNP—or a greater amount than the 1960 economy of France, he said.

■ "We have a world to learn about the optimum balance of work and leisure," Mr. Harper commented, "and a world to learn about leisure, in relation to individual living patterns, to our national way of life, to the behavior of markets, as well as to our national economy and world position." #

Rumrill Names Roseboom

William F. Roseboom, for the past eight years a p.r. account executive with N. W. Ayer & Son, has joined Rumrill Co., Rochester, as head of the Eastman Kodak publicity account group. Rumrill also has elected Alfred W. Vitale, comptroller, a vp.

Hoyt Promotes Three

Charles W. Hoyt Co., New York, has named Theodore Watson Jr., an account executive, and H. L. Roth, director of merchandising, vps. Jack R. McCormack, an account executive, has been named assistant to the president, a new position.

C&NW Railway Leaves Caples for Compton Advertising

CHICAGO, March 17—Chicago & North Western Railway Co., this city's oldest railroad, has moved its advertising account from Caples Co. to Compton Advertising, effective May 1.

Caples had handled the railroad account for 37 years, and the Chicago & North Western was one of its oldest clients. The account bills about $100,000, ADVERTISING AGE learned.

"We just decided to try something new after 37 years," F. V. Koval, assistant to the president in charge of public relations for the railroad, told AA. Mr. Koval said he had talked to about ten other agencies before choosing Compton.

■ The acquisition of the railroad continued Compton's hot business streak in this city. The railroad represented the sixth new account gained by Compton in the last 15 months, with total billings estimated at more than $2,000,000. The other accounts are Perfect Circle Corp., Eversharp Pen Co., Morton House Kitchens, Schulze & Burch Biscuit Co., and Bunn Capitol Co.

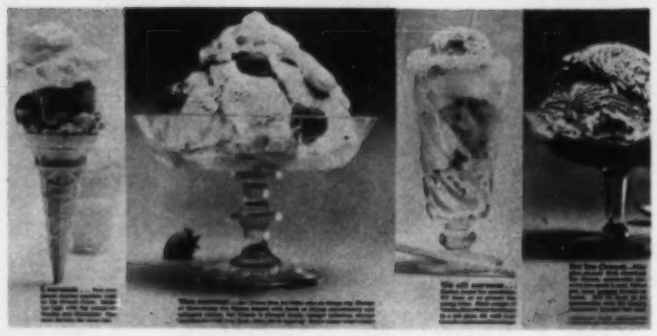
Compton also added some $5,000,000 in billings last month when it merged with Baker, Tilden, Bolgard & Barger (AA, Feb. 8). Along with the merger came $4,500,000 in Quaker Oats Co. billings, and two other clients—Boyer Chemical Co., Evanston, Ill., and Squirt-Chicago Bottling Co. #

Warner-Lambert Shifts Accounts Out of Hayhurst

TORONTO, March 17—Warner-Lambert Canada Ltd. this week pulled an estimated $500,000 worth of annual billings out of F. H. Hayhurst & Co. effective May 1. The company named Breithaupt Milson to direct advertising for Listerine and Standard Laboratories, including Super Anahist, and McKim Advertising to direct the account of Bromo Seltzer.

Each of the two new agencies is estimated to have won about $250,000 in annual billings.

Ronalds Advertising continues to handle advertising for Warner-Lambert's Richard Hudnut cosmetic line. #



ICE CREAM CHANT—*The American Dairy Assn. will launch a new campaign for ice cream with this three-page, full color ad in the May 26 issue of Look.*

Drug Trade Sole Dissenter in Drive for New 'Poison Label' Bill: Larrick

WASHINGTON, March 17—Food & Drug Commissioner George Larrick pressed today for the adoption of a new "hazardous substance" labeling law giving his agency authority to put warnings on a wide array of household products which are potentially dangerous to children or even adult users.

He told a House interstate commerce subcommittee that the need for tougher labeling over household chemicals is widely recognized by business groups, and that the proposed hazardous substances law has business support, except for some limited opposition in the drug trade.

A similar bill has already been reported by the Senate interstate and foreign commerce committee and is scheduled for Senate consideration in the near future. Health-Education-Welfare Secretary Arthur Flemming has indicated he is ready to compromise with the drug industry dissenters if necessary in order to assure approval of the measure this year.

■ Commissioner Larrick explained that the bill replaces the Federal Caustic Poison Act of 1927.

"There is wide agreement that the 1927 law has been outmoded by the rapid increase in the number of chemical compounds available for household use," the commissioner said. He reported 600,000 accidents annually to children, including 500 deaths, from household products.

■ Among the products which ought to have additional labeling, he said, are: Paint and paint thinners and removers, cleaning agents, furniture waxes and polishes, bleaches, detergents, lighter fluids, drugs and sometimes cosmetics.

At today's one-day hearing he reported all business groups fully support the bill except the drug industry, which wants an exemption on the grounds that it is fully covered by existing food and drug laws.

Commissioner Larrick expressed his belief that elimination of drugs from the new labeling laws might create loopholes which would eventually lead to trouble. Later, however, Secretary Flemming said at a press conference that he thought a law with a drug industry exemption would be better than none. #

Ekco Switches from D-F-S to Doyle Dane

CHICAGO, March 17—Ekco Products Co., manufacturer of housewares, commercial baking equipment and builders' hardware, has named Doyle Dane Bernbach as agency for its corporate and housewares program.

Dancer-Fitzgerald-Sample, Chicago, previously held the account, which last year reportedly billed $650,000.

The company is expected to spend about $700,000 for advertising this year, although a planned ad program has not yet been prepared. #

McMurray to Jordan, Sieber

Charles T. McMurray, formerly an assistant production manager at McCann-Marschalk, has joined Jordan, Sieber & Corbett, New York, as account service manager.

3 of 12 Agencies Invited to Bid on Pepsi Decline

SSCB Lacks 'Organization,' FC&B and D-F-S Cite 'Product Conflicts'

NEW YORK, March 17—Three of the 12 agencies invited to bid for the $10,000,000 Pepsi-Cola account have eliminated themselves from contention. They are Sullivan, Stauffer, Colwell & Bayles, Dancer-Fitzgerald-Sample and Foote, Cone & Belding.

Still in the race are Kenyon & Eckhardt, the agency of record; Young & Rubicam; Doyle Dane Bernbach; Batten, Barton, Dur-

(Continued on Page 119)

'Reader's Digest' Rips TV Ads for Personal Products

NEW YORK, March 17—An article by Blake Clark in the April issue of *Reader's Digest* lambasts tv for bringing the bathroom into the living room.

"When you sit down to enjoy almost any kind of show, the chances are excellent that you will find yourself suddenly confronted with actors gargling, swallowing pills, taking baths or dropping their false teeth into cleansing fluid," the writer complained. "You will see bad breath, body odor, pimples, underarm hair, falling dandruff, and liver bile not only discussed but dramatized."

The article noted that outraged viewer complaints have convinced a number of reputable broadcasters and advertisers that "it's time good taste was put back into television commercials." Mr. Clark recommended they begin with the common cold remedies and move to the nasal spray blurbs and the Greek sculpture commercial for a deodorant. Ban is not identified as the advertiser concerned.

■ "When a person who has been repeatedly exposed to this commercial stands before the actual sculptural masterpieces that have been so misused, what associations are likely to come to mind?" the writer asks.

The article states that there is no excuse for permitting such distasteful bathroom-type advertising under the National Assn. of Broadcasters tv code. Mr. Clark quotes this provision: "The advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable."

A complaint was also voiced against the bad scheduling of some ads. As a case in point, it cited a "brush bad breath away" jingle so timed that it appeared almost as if President Eisenhower "were endorsing the stuff."

Mr. Clark suggested that broadcasters and advertisers should not wait for threat of punishment. He concluded: "It does not require great perception to realize that looking up someone's dripping nose on tv is disgusting. Shouldn't ordinary good taste and common sense tell them to stop producing such ads—now?"

■ The March issue of *Reader's Digest* took a crack at outdoor; accusing this industry of making "slums" out of America's federal highways (AA, Feb. 22). Later the outdoor industry replied with the charge that the *Digest* had deliberately slanted the story (AA March 7). #

Highlights of This Week's Issue

The state development board of South Carolina awarded its $175,000 industrial and tourist advertising account to McCann-Marschalk following five non-stop hours of presentations by four agencies and one hour of deliberation.

In this issue, on Pages 126, 127 and 128, ADVERTISING AGE *summarizes the presentations given by McCann-Marschalk; Henderson Advertising Agency; Cargill, Wilson & Acree, and Tobias & Co.*

Krueger Brewing Co. shifts its advertising account from Grey Advertising to Ellington & Co. ..... Page 6

Serta Associates will launch a $5,000,000 campaign, largest in its history, with a spread in Life in April ..... Page 19

William A. Richardson, president and editorial director of Medical Economics, says changes in the medical practice are going to make it more difficult for drug companies to reach doctors and sell them on products ..... Page 20

National Automobile Dealers Assn. will continue its campaign against unethical, false, misleading and gimmick advertising ..... Page 33

National Distillers Products Co. will launch a spring and summer campaign for Gilbey's gin and vodka this month with a record budget ..... Page 37

Canadian Broadcasting Corp.'s tv and radio shows are praised and criticized by audience at CBC's request ..... Page 38

William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, opposes the "growing trend of making space salesmen into publishers" ..... Page 48

Lincoln-Mercury division of Ford Motor Co. uses newspapers, magazines, tv, radio, outdoor and direct mail to launch its new economy car, the Comet ..... Page 54

Pitney-Bowes will spend $1,600,000 for its advertising in 1960, its annual report reveals ..... Page 56

Walter Guild, national president of Alpha Delta Sigma and president of Guild, Bascom & Bonfigli, suggests a program which would "bridge the gap between advertising's academic and professional worlds" ..... Page 58

FIGURES TO FILE

Vending Machine Cigaret Sales ..... Page 10
Pitney-Bowes Income, Profit, Ad Spending ..... Page 56
Top 100 Spot TV Advertisers ..... Page 90
Consumer Magazine Linage ..... Page 108
Network Radio's Top Advertisers ..... Page 112
Earnings of Advertisers ..... Page 114
Nielsen Net TV ..... Page 122

Continental Tobacco Co. manufactures five new cigarets—including regular and king size, filter tip and menthol, plus a "little cigar"—which it will sell exclusively by mail ..... Page 59

United Artists Television Investments purchases entire stock of Ziv Television Programs for $20,750,000 ..... Page 62

REGULAR FEATURES

Advertising Market Place 123
Art Director's Viewpoint 107
Biz Quiz 104
Coming Conventions 72
Creative Man's Corner 102
Editorials 16
Employe Communications 104
Getting Personal 24
Learning from the Retail Ads 107
Looking at Radio and Television 100
Merchandising Ideas 116
Obituaries 10, 12, 52, 94, 120
On the Merchandising Front 102
Photographic Review 84
Production Tips 107
Rough Proofs 16
Salesense in Ads 110
This Week In Washington 50
Voice of the Advertiser 86
What They're Saying 16

Hamm Saturates Baltimore with Four-Media Push

Brewer Allots 35% of Total Ad Budget to Eastern Invasion

BALTIMORE, March 15—Complete saturation advertising including every television station, every daily newspaper and major radio stations located in Maryland, Virginia, Delaware, District of Columbia and parts of southern Pennsylvania, is being used by the Theo. Hamm Brewing Co. to introduce its beer here.

According to Bob Preston, manager of the newly-established Baltimore office of Campbell-Mithun, which was set up to service Hamm's eastern drive, the intensity of the brewery's consumer campaign has been so heavy as to give Baltimore's media, for example, one of the largest introductory advertising schedules they have ever had.

■ Some 35% of Hamm's total advertising budget has been set aside for their eastern division, Mr. Preston told ADVERTISING AGE. The brunt of the introductory campaign, which began in February and will probably continue for a

(Continued on Page 122)

Tidewater Sets 'Biggest' Drive for Gas Additive

LOS ANGELES, March 17—Over this weekend Tidewater Oil Co. will launch its largest ad campaign in the six western states, using the theme that a new MS-3 developed by Du Pont and Tidewater research will prevent the "power-clog" caused by stop and start driving. The new theme is an extension of last year's clean burning claims which caused so much commotion in the gasoline business (AA, March 30, 1959). While the clean burning theme is credited with boosting sales substantially, as a theme it has probably lost much of its value due to a new rule in Los Angeles which requires that all gasolines must meet similar standards by June 30.

■ The western campaign will cover California, Washington, Oregon, Nevada, Arizona and Hawaii. Newspaper schedules will run in 36 dailies, with opening two-color pages followed by b&w full pages once or twice a week at the start, then tapering off to weekly six-column by 17" insertions.

Radio spots will be aired at the rate of one every half hour for two weeks. The continuing schedule calls for concentration of spots during heavy traffic periods. Tv spots will be used during peak evening viewing hours.

For the kickoff, 200% showings of outdoor boards will be up in Los Angeles and San Francisco, with 150% showings in other areas. 100% showings will be up for the remainder of the year.

Full-page ads in magazines will run about once a month in western editions of *Look, Life, The Saturday Evening Post, Hot Rod, Motor Trend* and *Motor Life.*

Tidewater's eastern campaign for 13 states and the District of Columbia will break in April with an entirely different theme.

Foote, Cone & Belding, Los Angeles, is the agency. #

HAMM INVADES EAST—*As part of a huge saturation campaign in the Baltimore market, Hamm Brewing Co. is running spreads like this one in newspapers in Maryland, Virginia, Delaware, District of Columbia and southern Pennsylvania.*

Advertisers, Station Reps Seek More Spot Time on Nighttime Television

NEW YORK, March 17—The clamor for more nighttime spot tv availabilities continues.

Frontal assaults on the industry code's time standards so far have proved fruitless. The television board of the National Assn. of Broadcasters has twice cold-shouldered a proposal that station break time be increased from 30 to 70 seconds.

Equally unavailing on a broad scale have been the sometimes broad and sometimes subtle hints from agency men, who suggest that they could use more evening minutes for spot announcements for their clients. The networks individually have given in a little to station pressure for elongated station breaks, but never in choice time. ABC and CBS, on a more limited scale, permit 60-second breaks in the daytime. NBC allows 70-second breaks in the "Jack Paar Show," and occasionally, in the Dave Garroway program. Next fall NBC will set aside four one-minute spots a week in its 7:30 to 8:30 p.m., EST, adventure films for sale by stations on a co-op basis. They will be within the shows and not a break time, however.

■ Spearheading the latest effort to give stations more choice time to sell is the Station Representatives Assn., whose members stand to profit a great deal should the networks agree to make room for additional spots. Their proposal to liberalize station breaks was combined with suggestions for clarification of product protection standards.

The SRA suggestion came in the form of a letter from its president, H. Preston Peters of Peters, Griffin & Woodward. He called for a meeting of network officials, station owners and reps to air common problems. As of this writing, the networks' reaction to Mr. Peters' suggestion was silence.

■ SRA's proposed tentative agenda for the meeting-of-the-minds session included:

1. More clearly defined standards on number of separate products of a single sponsor entitled to protection on a given program; restrictions, if any, for product protection for cross-plugged sponsors; length of notice stations will be given concerning product protection requirements for new sponsors or new products for old sponsors.

2. Shortened network shows to provide more spot time. The possibility was raised that 30-minute evening shows be cut to 29 minutes, 20 seconds; 15-minute daytime shows to 14 minutes, and 30-minute daytime shows to 29 minutes. [Editor's note: An advertiser who buys a 30-minute evening network show now gets only 29 minutes, 20 seconds for his show and commercials; the rest of the time goes to a 30-second station break and a 10-second network program promotion. What the reps are said to be aiming at here is enough station break time for two 20-second spots.]

3. Provision for spot availabilities during network programs exceeding 30-minutes in length. (In many cases, except when the talent objects and is strong enough to make the objections felt, there already are breaks within hour shows.)

4. Improved flexibility to afford stations a better opportunity to sell network sustaining programs.

■ John Blair, head of his own representative company and acting president of SRA while Mr. Peters is on vacation, told ADVERTISING AGE that the SRA's proposal had received a very favorable reaction from station men around the country. At mid-week he had had no answers from the networks.

Many sources within the industry were predicting that the called-for conference would never come about. It was pointed out that each of the networks—whose policies on several of the issues raised by the SRA vary somewhat—has an established routine for dealing with affiliate problems through duly constituted affiliate groups. At NBC these representatives of the full body of affiliates are called the NBC affiliates board, at CBS and ABC they are termed affiliates associations. In betwecn the general affiliate meetings, these in every case are the people with whom the networks consult regularly on common network and station matters. #

CBS Net, Sales Rise

Sales and profits of Columbia Broadcasting System, New York, were the best in the company's 32-year-old history, according to the 1959 annual stockholders report. Sales for 1959 (52 weeks) totaled $444,311,000, compared with $411,800,000 for 1958 (53 weeks). This was a gain of 8%. Profits for '59 were up 3%—$25,267,000, against $24,429,000 the previous year. The company did not indicate which divisions were most responsible for the rising curve of sales and profits, but it did say that "for the sixth consecutive year, the CBS television network was the world's largest advertising medium."

FCC Opens Under New Management Crackdown on 'Payola' and 'Plugola'

WASHINGTON, March 17—In its first move under new management, the Federal Communications Commission today handed broadcasters a tough statement itemizing examples of "payola" and "plugola" which are likely to put their licenses in danger.

The commission said some past indiscretions may have been due to misunderstanding. It emphasized that no excuses will be accepted for non-compliance in the future.

The statement requires on-the-air disclosure of all barter deals, and all situations where the station received inducements to cover a news event. It calls for announcements disclosing any situation where a station receives records or professional services of artists as an inducement to play a particular number.

■ FCC acknowledged that its insistence on on-the-air disclosure of situations where stations are reimbursed for expenses involved in covering news goes beyond the practice in the newspaper industry, where "junkets" are accepted practice.

"These arguments are wholly without merit," it commented, "by reason of the fact that certain requirements not applicable to other forms of communications have been imposed by the Congress on broadcast stations." FCC said, "Acceptance of such gratuities is in no way prescribed so long as the announcement required by the statute is properly made."

■ The statement provides broadcasters with a detailed explanation of the commission's attitude toward disclosure of "consideration." It stems from the fact that Section 317 of the Communications Act specifies that any material which is broadcast and which results in some "consideration" to the broadcaster must be identified as commercial.

In agreeing to the statement without dissent, the commission closed ranks behind its new chairman, Frederick W. Ford. Drafts of the statement had been circulated at FCC repeatedly during recent weeks, only to become ensnarled on the objections of individual commissioners.

■ The statement in itself represents a turn in FCC procedure.

(Continued on Page 12)

Use of Phone in Research Rings Bell with Gleiss

It Improves Randomness, Subjects Feel Freer to Talk on Intimate Topics

CHICAGO, March 16—Henry O. Gleiss, exec vp, Gould, Gleiss & Benn Inc., yesterday asserted that, for the most part, "it is easier, cheaper, and you stand a better chance of coming closer to a random sample using the telephone than you do on a personal interview basis."

Mr. Gleiss conceded that the telephone eliminates from a sample those people who are not listed in the phone book, but added: "As a matter of common sense, even the advocates of this technique will agree that those omitted can be classified into three groups:

"Those who can't afford a phone, those who have unlisted phones and those who receive their phone calls through a switchboard. One of the decisions to be made, then, is how important are these groups to your marketing problem."

■ He told the Chicago chapter, American Statistical Assn.:

- "First, the phone book itself is a ready made pre-listing.
- "Second, a random selection of numbers to be called is a lot simpler and cheaper.
- "Third, the use of the phone has become prevalent to the degree that people are much more willing to talk about things of a more intimate nature to strangers on the phone than they were in the past."

■ Mr. Gleiss predicted that the use of the telephone in market research will increase in the future. #

Helene Curtis, Quaker Join in Premium Push

CHICAGO, March 15—Helene Curtis Industries and Quaker Oats Co. are joining in a special promotion this month.

Color pages in Sunday supplements and r.o.p. color newspaper ads are announcing the offer of a Helene Curtis "beauty salon box," containing samples of the professional beauticians' products made by the company's beauty division, for $1 plus a coupon packaged in specially marked packages of Quaker Puffed Wheat and Puffed Rice.

The box contains products otherwise available only to beauty shops. It is accompanied by a "beauty dollar," a coupon which may be taken to any beauty salon carrying Helene Curtis permanent waves for a $1 reduction on the patron's next permanent.

Featured on the Quaker puffed cereal boxes and in the ads is a new hairdo designed by Helene Curtis for the promotion.

■ In addition, ads in *The American Weekly, Parade* and nine other supplements, r.o.p. color ads in 48 newspapers are running this week, supported by NBC radio spots. A four-color page in the March *Seventeen* kicked off the drive. The media budget is $400,000.

Baker, Tilden, Bolgard & Barger, Chicago, is the agency for Quaker Puffed cereals. The Helene Curtis beauty division currently is a direct advertiser.

BEAUTY TIE-IN—*This four-color ad running in supplements and daily newspapers this month announces a joint promotion by Quaker Oats and Helene Curtis.*

Skillman Sees New Car Sales at $26 Billion by '70

Studebaker Exec Tells of Lark's 170% Zoom to 2.5% Market Share in '59

CHICAGO, March 15—The vp and general sales manager of Studebaker-Packard Corp. yesterday estimated that by 1970 consumers will spend $26 billion annually on new passenger cars and another $34 billion on car operation.

Sidney A. Skillman told the Agate Club of Chicago, "The automobile industry offers the greatest sales stake in America" and then proceeded to trace the phenomenal first-year sales record of the Lark, which was introduced in 1959.

"We had a 170% production increase over 1958," Mr. Skillman said, and retail sales of 136,733 units represented an increase of more than 160% over 1958.

"Our market penetration of 2.5% was more than double our penetration the preceding year," he noted, "and it reached as high as 3% in December."

■ "One of the reasons for the public acceptance of the Lark," Mr. Skillman said, "was our advertising in 1959, which was hard-hitting, dignified and believable."

The 1960 campaign, he asserted, "includes all those techniques which arouse and sustain interest of consumers in the Lark—a greatly strengthened program of advertising, product publicity and sales promotion."

A 15% increase in advertising dollars over last year will be concentrated, for the most part, in newspaper insertions, he said. Magazine and outdoor campaigns also have been bolstered, and more tv spots have been added to augment "Jack Paar Show" commercials.

■ Mr. Skillman said "Lark sales were overwhelmingly conquest sales," with more than 70% of cars traded in on the Lark being competitive makes. "Our rapidly-widening conquest market is emphasized," he added, "by the fact that trade-ins of our own Studebaker cars dropped from 58% in 1958 to 30% in 1959."

Truck sales rose 47% in 1959 over the previous year, he said, with 19% of the sales for fleet operation."

He pointed out that in 1956, as American cars became "longer, wider—with fins, wings and similar useless but expensive ornamentation—impractical in size for city traffic, parking and suburban garages—with gas-guzzling, unneeded power . . . domestic purchase of imported cars were increasing." Purchases of imported cars rose from 894 in 1947 to 378,517 in 1958, he said.

In 1957, Studebaker-Packard introduced the Scotsman models, "which effectively polled the consumer market and proved beyond doubt the demand for an economical, functional means of transportation," Mr. Skillman said.

■ During the summer of 1958, it became known in South Bend that the company was working on a new car. "A group of business and professional men organized a 'Citizens for Studebaker' committee that actively gave advance promotion for Model X (the design name given to the Lark). They were assisted by the chamber of commerce, and civic and business organizations including the Sales & Advertising Executives Club."

The first Lark came off the assembly line Sept. 20, 1958, and the car was introduced to the public in November.

In the truck line for 1960, he said, the company is introducing the Studebaker Champ—a complete new line of half-ton and three-quarter-ton pickups.

He predicted that of total 1960 domestic sales, up to 30% will be compacts. "In October (1959), compact car deliveries were 15.3% of totals in the industry," Mr. Skillman noted, and "early this month they reached an alltime high of 25.1%."

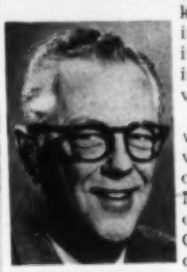
■ He said the increase in fleet sales has been one of "the most remarkable developments" so far this year. Fleet sales in February increased more than 31% over the same period a year ago, he said, and are up 15% for the model year to date. "Our fleet sales in February accounted for 12% of the corporation's sales," he added.

Mr. Skillman said sales of the Studebaker taxicab—the Econ-O-Miler—are up 95%. "With a current delivery of 140 units in New York City," he noted, "our taxicabs are now running second in total units delivered" in that city.

The export of Studebaker products increased 20.6% for passenger cars in 1959 over 1958, and 22.6% for truck shipments, while the industry average of American passenger car exports in 1959 dropped 12.4% and the truck export average was up only 17.9%. #

Hopkins Joins Grabin-Shaw as Marketing Director

Walter H. Hopkins has joined Grabin-Shaw Advertising, Milwaukee, as marketing director of its new marketing services division.

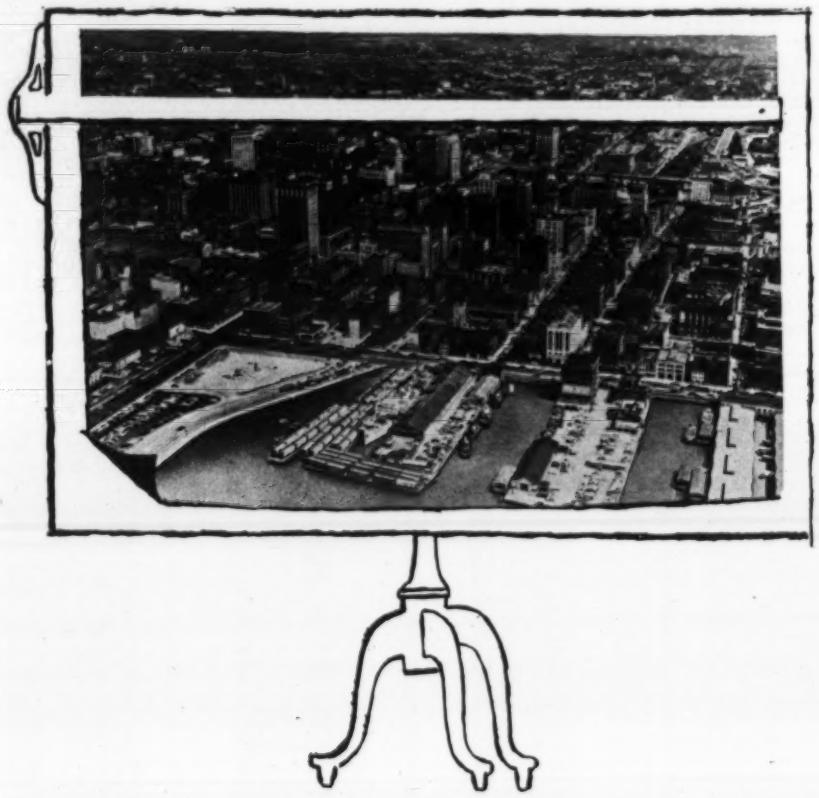


Walter H. Hopkins

Mr. Hopkins was formerly vp and director of marketing of National Bakers' Services, Chicago, owner of the Hollywood Special Formula bread trademark. He also has directed promotion for the American Bakers Assn. and has been with Batten, Barton, Durstine & Osborn.

Divco-Wayne Names Three

Divco-Wayne Corp., Richmond, Ind., has appointed Richard Kane, formerly with Industrial Techtonics Inc., advertising and sales promotion manager of its Wayne works division, and Harry Mouer, formerly with Alsco Inc., to advertising and sales promotion manager of its Miller-Meteor division. Dudley F. Starr, formerly advertising and sales promotion manager of Divco-Wayne, has been named corporate advertising and sales promotion director.



ideal "layout"

Baltimore is America's most compact major market. The proof—more than 85% of its families (1.5 million people) live within a 15-mile radius from the heart of downtown, roughly the ABC city zone.

Equally as important, an estimated 92% of the total Baltimore market retail sales are consummated in this same compact area, making it a *highly productive* market—the nation's 12th largest, in fact.

Baltimore is an *ever-growing* market, too. The past 20 years have added half a million people to the city's immediate area.

Contact with this compact market now, as always, can be established *best* and *most economically* by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in Baltimore's concentrated city zone. With the Sunpapers *alone* you reach the overwhelming majority of Baltimoreans where they live, work and buy.

The Baltimore Sunpapers

ABC 9/30/59: Combined Morning and Evening 414,465 – Sunday 316,007

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

In the Top 20 in Total Retail Sales

Stands Out in Furniture, Household and Radio Sales

Plant your household advertising in Greensboro—the market with a knack for making sales grow. Greensboro sells more furniture, household goods and radios than Charlotte, trails just behind such primary markets as Nashville and Richmond. 42% gain 1958 over 1954—a not uncommon sales gain for advertisers in the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

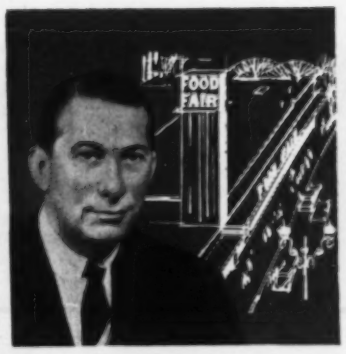
About to go national with a new product?

The test market results are in. You're ready to go national.

Now comes the ultimate test—will *your* new product be the 1 in 12 to get past the buying committees of top food stores?

Will it be the 1 in 5 that succeeds with the consumer—that repeats fast enough to *hold* distribution? What can your advertising do to cut down these savage odds?

Take time now, and read what these top food store executives say about the power of The Big One to move goods fast!



ARTHUR ROSENBERG, *Vice-President,*
Food Fair Stores, Inc., Philadelphia, Pa. 420 stores. $735,000,000 est. annual volume.

"The advertising power of THIS WEEK Magazine is a moving force in the sale of nationally-advertised products on grocers' shelves. THIS WEEK Magazine, in effect, paves the way for quick turnover of national-brand merchandise in our supermarkets."

H. V. McNAMARA, *President,*
National Tea Co., Chicago, Ill. 910 stores. $829,518,276 annual volume.

"Products advertised in THIS WEEK have excellent consumer acceptance and our customers look first for THIS WEEK advertised products on our shelves. The impact of advertising in your publication is reflected in the movement of merchandise in our stores."

GERALD A. AWES, *President,*
Lucky Stores, Inc., San Leandro, Calif. 117 stores. $178,689,000 annual volume.

"We enjoy rapid turnover of goods when the suppliers are regularly advertising in the pages of THIS WEEK. We have had the opportunity to see advertising campaigns scheduled in THIS WEEK move tremendous quantities of merchandise through our stores."

To move goods fastest

Buy The Big One

CIRCULATION MORE THAN **13,000,000**

Marsteller Becomes Chairman of Agency; Christian President

CHICAGO, March 16—William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, will become board chairman and Richard C. Christian, exec vp, has been moved up into the presidency of the agency.

These changes and two other top management shifts, which become effective May 1, were announced today by the agency. They follow in the wake of other personnel changes last week (AA, March 14) which saw Arthur W. Cowles, formerly vp and assistant general manager of MRG&R's Chicago office, named exec vp and general manager of the agency's Pittsburgh office, succeeding Rodman S. Reed, who was promoted to vice-chairman of the board.

Mr. Marsteller succeeds E. A. Gebhardt, who will become special consultant to the chairman and will handle special assignments. In addition, Marshall C. Lewis, vp and assistant general manager of the New York office, was promoted to exec vp and general manager of the Chicago office, succeeding Mr. Christian.

W. A. Marsteller R. C. Christian

■ Mr. Marsteller has been president of the agency since it was formed through mergers on May 1, 1951. Mr. Christian joined the agency in 1951 and has successively been account executive, research director, director of media and research, and exec vp and Chicago general manager.

Mr. Gebhardt was president of Gebhardt & Brockson Inc., which was merged with MRG&R in 1951. Mr. Lewis joined the agency as an account executive in 1952, and was appointed account supervisor, and vp and assistant office manager in New York. #

'San Gabriel Valley Tribune' Purchased by Brush-Moore

Brush-Moore Newspapers, Canton, O., has purchased the *San Gabriel Valley Tribune*, a daily and Sunday newspaper in Southern California. The newspaper will be published by Sanvalley Publications, new California corporation and a wholly-owned subsidiary of Brush-Moore Newspapers, which publishes nine other newspapers in Ohio, Pennsylvania and Maryland. In addition, the corporation will continue to publish eight weekly newspapers for distribution in the San Gabriel Valley area, which is bounded by Pasadena on the west and Pomona on the east.

AGENCY SHIFT—*Heinz M. Glaeske (left), president of G. Krueger Brewing Co., Newark, is shown here with Ernest J. Byfield, vp of Ellington & Co., New York, new Krueger agency.*

Melard Names Meyer & Behar

Melard Mfg. Corp., New York, manufacturer of Mel-O-Flo aerators and X-tenda-shower arms, has appointed Meyer & Behar Advertising, New York, its first agency.

Krueger Brewing Shifts from Grey to Ellington & Co.

NEWARK, March 15—G. Krueger Brewing Co. has ended a seven-year relationship with Grey Advertising Agency, New York, and moved its advertising to Ellington & Co.

Krueger, which billed more than $400,000 in 1959, according to a Grey spokesman, was said to have budgeted $600,000 for a newspaper, outdoor and point of sale campaign in the East in 1960.

Six agencies, including Erwin Wasey, Ruthrauff & Ryan; A. Paul Lefton Co. and Grey, reportedly solicited the account during the past four months. Control of Krueger was acquired last fall (AA, Nov. 16) by United Industrial Syndicate, New York holding company, from Cervessa Corp.

While Heinz M. Glaeske, Krueger president, was unavailable to comment on a reason for the account change, Ellington said, "Officials of the brewery said they had been impressed by the agency's approach to the brewery's marketing problems, as well as with the creativeness of the forthcoming advertising program which the agency had submitted."

■ Grey handled advertising for Krueger's Ambassador beer, Krueger Cream ale and Krueger beer. Ellington, however, had handled Holsten beer, Krueger's German lager brand, until Jan. 1 when Holsten broke from Krueger. Holsten will shortly be distributed by a new company, Holsten Import Corp. Pending completion of the changeover, Krueger will continue to distribute Holsten, and Ellington will continue as the agency.

Krueger will begin a national campaign in six business publications and a drive in 11 newspapers in Maine and New Hampshire next week. #

Zenith Asks FCC Approval of Multiplex FM System

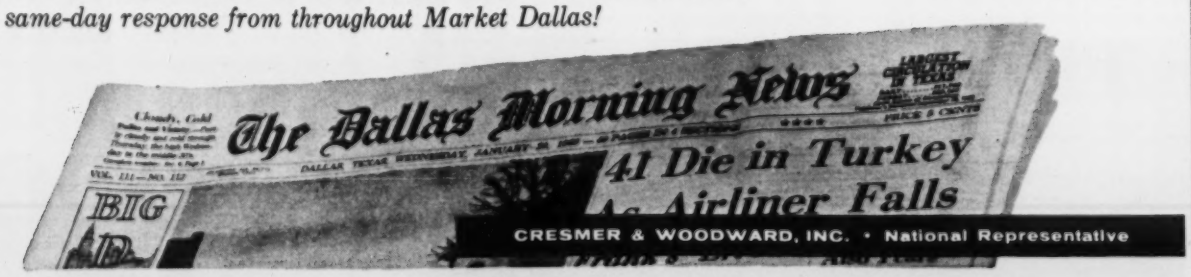
Zenith Radio Corp., Chicago, urged the Federal Communications Commission to authorize its new multiplex fm broadcast system that permits broadcasting of high-fidelity stereophonic music simultaneously with such subsidiary services as background music for stores and restaurants in comments filed before the FCC March 15.

The new system, developed by Zenith, has been experimentally tested under FCC license during the past year over WEFM, Zenith's fm station in Chicago. With the stereo system, the station can transmit a main carrier and two sub-carrier signals. Stereo-receivers will reproduce full stereophonic high-fidelity from the main carrier and one sub-carrier.

WHAT MAKES BIG D BIG?

Dallas News Research Dept.

The extra *bigness of BIG D's business comes from selling the* entire *Market Dallas! Only The Dallas News — home-delivered in 254 market cities and towns before the business day begins — gets advertisers all-day, same-day response from throughout Market Dallas!*



CRESMER & WOODWARD, INC. • National Representative

"Maybe Eddie needed Elizabeth more than me."

"It's unbelievable you can live happily with a man and not know he doesn't love you."

"Elizabeth and I were good friends, and I'm sure we will be again."

"In that one year I had enough emotions to wear me out."

"Eddie is a very unselfish boy. I have tremendous respect for him."

"I think it would do men good if occasionally they could have the babies."

In this week's Saturday Evening Post Debbie Reynolds talks and talks and talks. Which is one more reason everybody's talking about the Post... America's most quoted family magazine

A CURTIS MAGAZINE

The Saturday Evening POST

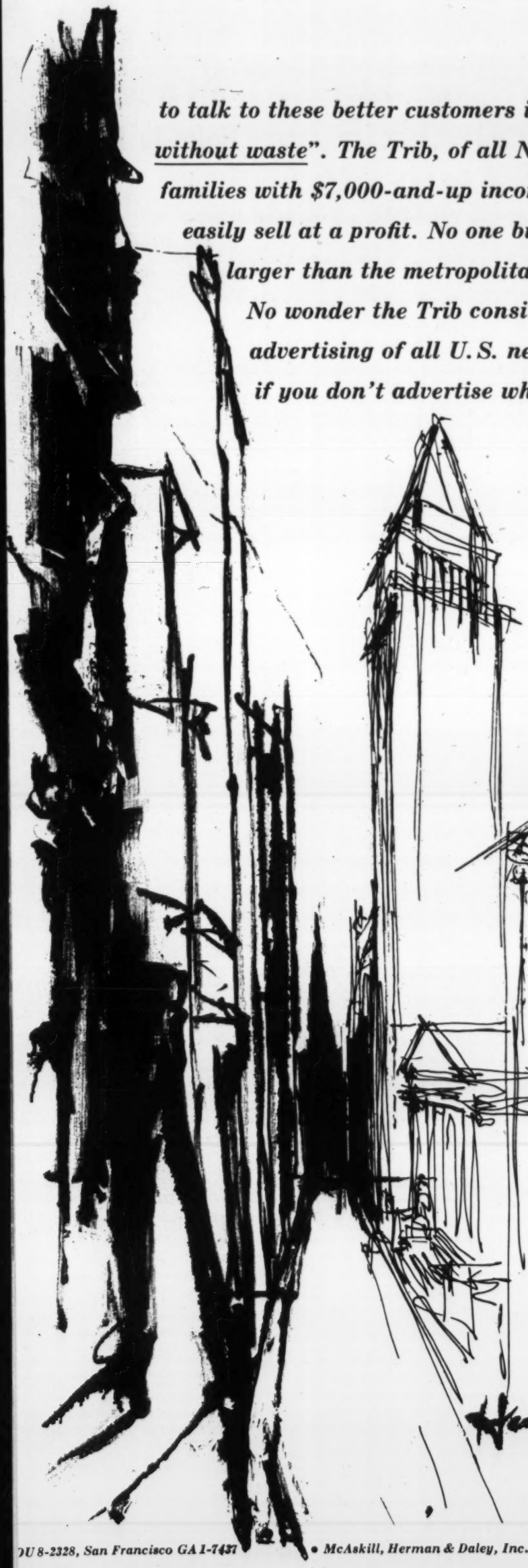
THE INFLUENTIALS' MAGAZINE

A matter of money

Some people always have more of it than others.

Today's 17,000,000 New Yorkers are the richest people in history. It would take seven Empire State Buildings to house all the banks in the New York area . . . not counting cookie jars and piggy–banks. Now riffle a few hundred billion dollars in your mind. The New York Federal Reserve Bank will process $400 billion in checks this year, give or take a few million. The currency handled by the N. Y. Fed will equal the combined national output of Venezuela and Uruguay. Ole! The total value of insurance held by New Yorkers is more than three times the national output of all South American countries. Double ole! New York is money. And some New Yorkers spend more of it than others. The best way

the Third of a series



to talk to these better customers is direct: through the Herald Tribune "the market without waste". The Trib, of all New York papers, has the highest concentration of families with $7,000-and-up incomes. And these Trib families are the ones you most easily sell at a profit. No one but the Trib delivers all these families—a quality market larger than the metropolitan areas of Syracuse, Richmond and Peoria combined. No wonder the Trib consistently carries the fourth largest volume of general advertising of all U.S. newspapers. You—and your business—are missing plenty if you don't advertise where the money is . . . in the New York

Herald Tribune

Gillette's ABC Contract Boosts Its '60-'61 Sports Airing to $14,000,000

NEW YORK, March 17—The sports world's biggest fan, Gillette Safety Razor Co., will spend approximately $14,000,000 in 1960 and 1961 for its television and radio promotion of boxing, football and baseball on ABC and NBC.

The razor company's latest boost of athletics was its announcement of an $8,500,000-a-year contract with ABC-TV covering professional boxing, National Collegiate Athletic Assn. football and major league baseball. Word of the ABC agreement came on the heels of an extension of its broadcast rights from 1961 to 1966 for the World Series and All-Star baseball games. The NBC pact, signed three weeks ago, could amount to $4,000,000 annually for tv-radio rights alone.

■ Gillette, which has been backing boxing broadcasts for the past 16 years, had to find a new home for the bouts when NBC said it would drop the fights in June because of their gangster taint. ABC, according to Thomas W. Moore, vp in charge of programming, "feels that boxing, properly administered and supervised, is still a tremendous sport and still has an audience ready to receive a good match." Under the new pact, cost of the rights to the fights are about $24,500 per show.

■ The fights, traditionally a Friday night presentation on NBC, have been slotted for Saturday at 10 p.m., EST, on ABC because of the network's prior committment for Friday. Miles Labs, which has been co-sponsor of ABC's Wednesday night fights, will move over to share half of the Saturday bouts with Gillette.

This will leave the future of the Wednesday fights shaky because its other sponsor, Brown & Williamson, has decided to bow out, too. But, as Mr. Moore put it, "We have not decided necessarily not to carry the Wednesday fights." Outsiders don't expect the Wednesday fights to continue on ABC-TV.

■ Brown & Williamson has signed as half-sponsor of a Saturday night post-fight sports show which may be an interview type program. The length of the show, which will be determined by the running time of the fights, may vary from about five to 22 minutes. The other half of the show is still unsold.

The Gillette fights will no longer be carried on radio. The telecasts will get under way Oct. 8 and will include about 20 events, A. Craig Smith, Gillette's vp in charge of advertising, said. This will leave the razor company out of the ring over the summer, but its sponsorship of 25 major league baseball games will commence April 16. The game-of-the-week series will be presented live on Saturday at 4 p.m., EST. Thirteen of the games will originate from San Francisco, with the remainder scheduled for Kansas City and Washington.

■ Although boxing fans will probably have fewer opportunities to enjoy their favorite sport on television, baseball enthusiasts will be glued to their screens all weekend. With ABC's entrance on the baseball diamond, viewers will be able to see five network tv games-of-the-week. CBS, which originated the weekend specials, will be telecasting games each Saturday and Sunday. Sponsors already scheduled include Falstaff and Carling beer, State Farm Mutual Insurance, General Mills and Colgate-Palmolive. NBC, likewise, plans a Saturday and Sunday game-of-the-week, with Bayuk cigars taking half of each day on a national basis. Regional sponsors include National, Genesee, and Anheuser-Busch brewers. Mr. Moore admitted that ABC's baseball cover-

(Continued on Page 12)

Groseth Proposes Adless Day to Show Ads' Worth to Public

CHICAGO, March 15—Operating on the premise that the advertising industry is currently the whipping boy of American business, an adman has suggested a dramatic way to tell the public of advertising's contributions.

Haakon Groseth, exec vp of Erwin Wasey, Ruthrauff & Ryan, feels that the quickest, most efficient and dramatic way to exhibit the contributions would be to end them with "The Day That Advertising Died."

He suggested to the Chicago Post No. 170, American Legion, yesterday that all media join forces and put before the public, on a one-time basis, advertising silence. After heavy publicity to promote "The Day Advertising Died," each newspaper would publish without ads, eliminating all features which would be too costly to run without advertising revenue.

■ On the same day, radio and tv networks, Mr. Groseth continued, could also strip their programs of commercials, and subsequently eliminate all theater, comedy, drama and sports broadcasts for lack of income.

Weekly magazines, he feels, could follow suit by doing away with color, using fewer pictures, etc.; monthly magazines could publish their regular issues with an insert showing what the same issue would be like without advertising.

He admitted it would take a great amount of organization to carry out the project successfully, but, he added, it is important that the ad industry win back and build the public's confidence. #

Knob Is 27% of Cost of House in Dr. Pepper's Contest

DALLAS, March 17—A house with a diamond doorknob will be one of the prizes offered in a new nationwide contest to be sponsored this summer by Dr. Pepper Co.

In addition to the diamond-doorknobbed house, a swimming pool, two cars with diamond studded keys and other prizes valued at more than $100,000 will be given away in celebration of the company's 75th anniversary.

Dr. Pepper Co. will invest between $500,000 and $600,000 to promote the contest. The campaign will break in June issues of *Life* and *The Saturday Evening Post*. Commercials also will run on the "Pepper Upper Time Show with Edye Gorme" on the ABC radio network.

■ Local radio spots will be used in 200 markets, and local tv spots and newspapers will be used in 100 selected markets. Grant Advertising is the agency.

The doorknob is valued at more than $8,000 and will be attached to a $30,000 home. Other prizes include a mobile home, furniture, observatory telescopes, hi-fi sets, movie cameras, appliances and sports equipment. #

FOREIGN FAVORITE—*This b&w page in the June Ladies' Home Journal is one of a new series featuring foreign testimonials for Odo-ro-no. This one proclaims the product as the leading deodorant in Rio.*

'New Yorker' Drops Its 'Anachronistic' N.Y. City Edition

NEW YORK, March 17—*The New Yorker*, which once eschewed the old lady from Dubuque and the North American steppes, has done so handsomely with readers and advertisers in the outer marches that it will drop its city edition with the April 2 issue.

While other magazines are adding editions, *The New Yorker* will consolidate into a single edition.

Here's the background; it was originally supposed that *The New Yorker* would be of interest only to the area around metropolitan New York. In 1929, when it was apparent that its circulation was growing across the country, it was decided to split the magazine into a metropolitan (or city) edition for local advertisers, and an out-of-town (or star) edition for those who wished more extended coverage. Local advertising was omitted from the star edition.

Now the magazine will have one edition, which will include all its advertising—local, national and foreign. Advertisers who used the city edition in 1959 will be allowed the former city edition rate for the remainder of 1960 for any amount of space up to the amount used in 1959, up to a limit of ten pages from April 2. Any space above that amount, if available, will be charged at the appropriate national rate.

■ In 1930, the city edition of *The New Yorker* was 58,000 copies. Today its circulation in California and foreign countries alone is higher. Originally, one of three pages of its advertising appeared only in the city edition; last year there were 12 pages in the national edition for each page of advertising in the city edition. Partially, this is due to the fact that New York retailers have "gone national"—Saks Fifth Ave. operates in 18 cities, for example.

Nor was the city edition keeping pace with the national. Between 1947 and 1959, the magazine's total ad volume increased from 3,211 pages to 5,340 pages (up 66%). The city edition actually lost advertising in the same period, dropping from 575 pages to 398, down 31%. In 1935, the edition represented 35% of the magazine's total advertising volume. In 1960 it is less than 8%. Local retailers accounted for 123 pages in the city edition in 1947; in 1959 retail advertising amounted to 61 pages.

Under the circumstances, *The New Yorker* felt continuation of the edition, where so little need existed, was "as anachronistic as trolley cars on Broadway and elevated trains on Sixth Ave." #

New Odo-ro-no Push Features Testimonials from Foreign Women

STAMFORD, March 15—Northam Warren Corp. is using testimonials by foreign women in its current Odo-ro-no campaign to point out that the product is the leading deodorant in "most of the world's fashion capitals."

Five magazines and eight network radio shows will be used. For the past few years, Odo-ro-no advertising has been confined to the major markets, but the 1960s will see the product going national.

The campaign starts with a testimonial from Lady Mary Hardwicke in a b&w page in the March issue of *Ladies' Home Journal*. The headline asks: "Did you know Odo-ro-no is the leading deodorant in London?"

■ Subsequent ads will feature women from about six other countries. For example, Mrs. Jean Pierre Aumont (movie star Marisa Pavan) is pictured in an ad pointing out that Odo-ro-no is the leading deodorant in Paris, while Senhora Julieta Estrela and daughter Gilda are featured in the ad acclaiming the deodorant's sales lead in Rio.

The ads are running in *Family Circle*, *Good Housekeeping*, *Photoplay* and *True Story*, as well as in the *Journal*. Commercials start in March on eight CBS-Radio network shows: "Young Dr. Malone," "House Party," "Helen Trent," "Couple Next Door," "Whispering Streets," "Second Mrs. Burton," and "Right to Happiness."

Although American women are usually reluctant to give testimonials for such products as deodorants, no objection was evidenced by the foreign women, according to the agency, Ellington & Co. #

'McCall's' Scuttles 'Togetherness,' Seeks 'Ladies Only'

NEW YORK, March 16—*McCall's* has officially snapped the lid on "Togetherness."

The ubiquitous catchword—used since 1956 to typify the magazine's publishing philosophy—has been quietly shelved. Under Editor (since 1959) Herb Mayes, the magazine now bills itself as the "first magazine for women."

Mr. Mayes told ADVERTISING AGE that the last vestige of "Togetherness"—currently used solely in the headline for an inside editorial feature—will be removed "shortly."

■ The brainchild of former *McCall's* editor Otis Wiese, "Togetherness" has been used in *McCall's* advertising and promotion for several years as a "distillation of the magazine, a market and an idea."

The magazine introduced the concept in a special newspaper supplement in September, 1956, in which 15 pages were used to tell the "Togetherness" story.

In its supplement and subsequent advertising and promotion, the magazine sought to get across the idea to readers—and advertisers—that *McCall's* not only appealed to the woman of the family ("dedicated and devoted heart of the household"), but to the husband and kids as well.

According to Mr. Mayes, the magazine today is edited to appeal to "ladies only." #

Allison Joins Doe-Anderson

Robert S. Allison has joined Doe-Anderson Advertising Agency, Louisville, as an account executive. Mr. Allison was formerly a senior copywriter in the advertising and sales promotion department of General Electric Co., Schenectady.

Pall Mall Led in Vending Sales in 1959

CHICAGO, March 15—Sales through vending machines hit a record $2.3 billion in 1959, 10% above the 1958 total.

Cigarets continued to account for the largest dollar volume—more than $1 billion—and Pall Mall and Camel continued to be the one-two sales leaders.

The figures are contained in *Vend Magazine's* 14th annual census of vending, published in its March 15 issue.

Second to cigarets in dollar volume were soft drinks, with some 5.4 billion bottles and 2 billion cups of soft drinks being dispensed.

Coffee vending machines continued to increase in number during 1959. Vend said the number increased from 99,000 in '58 to 131,-200 in '59, with almost 2 billion cups of coffee being served through the automatic machines.

■ In the cigaret category, where vending machines dispensed 15 out of every 100 packs sold in the U.S. last year, Pall Mall and Camel lost market share slightly, even though they maintained their leadership.

Here is *Vend's* share-of-market table for the leading brands sold through vending machines in the past two years:

1958	% of Market
1. Pall Mall	15.5
2. Camel	14.8
3. Lucky Strike	12.7
4. Winston	9.6
5. Kent (K)	6.9
6. L & M (K)	4.8
7. Marlboro	4.7
8. Salem	4.3
9. Chesterfield (R)	4.1
10. Viceroy	4.0
11. Chesterfield (K)	1.7
12. Kool (K)	1.2
13. All Others	15.7

1959	% of Market
1. Pall Mall	14.9
2. Camel	14.8
3. Winston	10.5
4. Lucky Strike	9.5
5. Salem	7.2
6. Kent (K)	5.9
7. L & M (K)	4.7
8. Marlboro	4.7
9. Viceroy	4.1
10. Chesterfield (R)	2.2
11. Chesterfield (K)	1.4
12. Kool (K)	1.2
13. All Others	18.9

K—King R—Regular

John Howell, 40, CBS Films Exec, Is Killed in N Y. Subway

NEW YORK, March 17—John F. Howell, 40, vp for sales of CBS Films, fell or jumped to his death under the wheels of a subway train here last night, police said.

He had returned from a ten-day Florida vacation yesterday.

Mr. Howell was named vp and general sales manager of the Columbia Broadcasting System subsidiary in 1958, after joining CBS five years ago. "He was a brilliant man and had a great future with the organization," a CBS official said. Previously, Mr. Howell had been in public relations and with Paramount Pictures. #

Fountain Leaves Reinhold

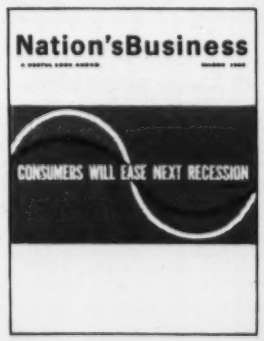
Alfred F. Fountain, vp of Reinhold Publishing Corp. in charge of its Chicago office, has resigned, effective April 1.

Why are more expansion-minded advertisers NOW using Nation's Business?

To break through limited-circulation barriers to a bigger business market. There are a great many new prospects and customers among the hundreds of thousands of medium-sized companies that dot the land—but how to reach them? One leading business magazine concentrates 77% of its circulation in some 20,000 firms—another, 51% in 38,000 companies. And neither delivers as much as half the total circulation of NATION'S BUSINESS—whose 750,000 subscribers are to be found in top management positions in more than 500,000 large and medium-sized companies in all lines of business.

More and more business advertisers are changing their thinking to take advantage of this direct route to a greater share of the business market—and more and more agencies, too, are recommending NATION'S BUSINESS to their clients, as a way to reach deeper into the total economy . . . and at the same time get their sales messages to 23,000 owner-executives in 499 of the 500 largest corporations.

If you want your advertising to lay the groundwork for your salesmen's calls in all sections of the business structure...to encourage reorders and produce leads in the absence of salesmen . . . to cover territory and prospects that are not profitable for your salesmen to call on frequently...and to extend a favorable image of your company and its products or services to thousands of firms that may not know what kind of a company you are to do business with —or even what you make—you'll find that, dollar for dollar and prospect for prospect, NATION'S BUSINESS is your best business magazine buy today.



YOU USE NATION'S BUSINESS . . . TO SELL MORE OF THE NATION'S BUSINESS

ADVERTISING HEADQUARTERS, 711 THIRD AVENUE, NEW YORK 17, N. Y.

NBC Tightens Rules on TV Ads' Length, Content

Billboard Identifies, Doesn't Sell, Says Net; Also Limits Lead-ins

By Maurine Christopher

NEW YORK, March 17—The problem of "excessive" use of time for commercials that has furnished ammunition for television's severest critics is getting an increasing amount of attention from industry leaders.

Latest effort in the cleanup campaign came from National Broadcasting Co. This network has quietly promulgated a series of new rules that are designed to keep daytime program material as free from creeping commercial encroachments. The target of these reform moves, which go into effect March 28: Overlong billboards, sales loaded lead-ins and lead-outs and stacked up, back-to-back commercials for multiple products.

Like the tightened Columbia Broadcasting System nighttime regulations announced for next fall (AA, March 14), NBC's revised ground rules will give rise to a good deal of heated discussion and frantic negotiation relative to definition and interpretation.

Looked at individually, the new NBC daytime regulations provide:

• **Billboards.** The opening and closing "such-and-such presents this portion of the show" announcement will be limited to five seconds each for sponsors of 15-minute segments of telecasts. The allowance in the past has been for 10 seconds, opening and closing, or the equivalent of the time allowed on 30-minute nighttime shows. If the 15-minute daytime segment sponsor airs a film show, he may have a 10-second opening billboard credit, but no closing billboard.

The new rules reiterate the hitherto pretty well ignored principal that billboards are not intended for commercial sell. The network specifies that the billboards should be concerned with identifying the corporate name of the sponsor and the name of the products advertised on the show. Only those products listed in the sales order, as cleared for advertising on the program, may be mentioned in the billboard.

• **Lead-ins and lead-outs.** Since the lead-ins are necessary for cueing the program and aiding in the show continuity, these will be continued. On audience participation programs, the emcee or the announcer may take up to 10 seconds to bridge the transition between the program format and the sponsor's message. For programs that are sold to advertisers in 15-minute segments on a participating basis, lead-outs will no longer be permitted. Some advertisers in the past have elected to split their lead time into five seconds of lead-in and five seconds of lead-out. This is forbidden as of March 28.

The requirement that lead-ins must henceforth be "devoid of sales" will not be greeted with pleasure by any sponsors or agency men. And the network is prepared for a flurry of debates as to what constitues "sell."

• **Thirty-second commercials.** "The major advertiser may in his 15-minute segment use two 30-second commercials back-to-back on one commercial position. No advertiser, however, may combine 30-second commercials in both commercial positions on his major portion, nor may any advertiser combine 30-second commercials in the cross plug position," was how NBC phrased this revision.

Put another way, this means that the major advertiser who shares a 15-minute segment with an alternate sponsor may piggyback 30-second spots in one of the two commercials he gets on his major week, but not both. The minor sponsor cannot piggyback two 30-second pitches in his commercial minute; his must be as single minute commercial. #

Gillette's ABC-TV Buy Boosts Sports Push to $14,000,000

(Continued from Page 10)

age may duplicate the other networks somewhat.

■ In addition to the fights, NBC lost the NCAA football telecasts to ABC. The latter is said to have bid $6,251,114 against NBC's offer of $5,200,000.

Gillette's contract with ABC for full sponsorship of 13 NCAA football games includes the 1960 and 1961 seasons. Next fall, the games will be presented on 12 Saturdays, Sept. 17 through Dec. 3, plus Thanksgiving Day. Nine of the events will involve coast-to-coast telecasts of a single game. On each of the other four dates, three regional games will be broadcast.

■ The contracts with ABC for the fights and baseball are for two years, with options. Gillette, which has annually sponsored racing's Triple Crown, alternately on CBS and NBC, will not back the events on CBS this year. Schlitz has already signed as co-sponsor.

The year-around sponsorship of sporting events will serve as a showcase for the promotion of several new products, Mr. Smith said. A men's deodorant, Right Guard, may be promoted nationally if its current West Coast test is successful. Other new products also may be introduced, he said. Some of Gillette's sister divisions' products will be promoted in addition to shaving creams and blades.

Gillette's heavy sports schedule was placed through Maxon Inc. Miles' purchase of half of the fights was made through Wade Advertising and Brown & Williamson's post-fight show buy was made by Ted Bates & Co. #

Goodyear Sets 'Biggest' Push for Vinyl Tile

AKRON, March 17—Goodyear Tire & Rubber Co. has announced the "biggest eye and ear" campaign in its history to promote its Superba and NoScrub vinyl floor products.

The company said it will promote its Superba line exclusively over its "Goodyear Playhouse" on March 28, April 25 and May 23 over NBC-TV.

Supporting broadcast advertising will be color ads in Sunday rotogravure sections in 25 markets on April 24 and May 15, plus special dealer materials and showroom displays. Goodyear said the two vinyl products are the industry's "first and only 6′ wide vinyl lines." Kudner Agency has the account. #

Jolliffe Joins Mobay Chemical

David J. Jolliffe has joined the advertising department of Mobay Chemical Co., Pittsburgh. Mr. Jolliffe was formerly industrial editor and public relations assistant at Burroughs Corp., Plymouth, Mich.

WHITES ONLY—*Volkswagen invites the consumer to see for himself how much its truck holds in this page ad breaking in the March 21 issue of U.S. News & World Report. Standard half-ton trucks, the ad says, holds only the white tv sets. Fuller & Smith & Ross is the agency.*

FCC, with New Head, Starts Crackdown on Broadcast 'Payola'

(Continued from Page 3)

Since it is merely a public announcement of the commission's policy, it has been achieved without resorting to the time-consuming hearings which have characterized FCC's approach to other industry problems in the past.

Commission members acknowledge that this approach cannot be used in situations where FCC needs information from industry. They contend it is particularly appropriate, however, in instances where the industry needs "guidance" on the commission's interpretation of the law.

■ The statement says recent surveys of "payola" and "plugola" practices in the industry show widespread failure of management to see that ample disclosure was made where "consideration" was received in return for program materials. FCC said violations involved (1) receipt of records for use on the air or for prizes at record hops; (2) promotion of outside activities of employes, licensees or independent contractors; (3) acceptance of travel expense in exchange for plugging a place, product or event, and (4) payment for unidentified plugs.

■ FCC's discussion of plugs was particularly detailed.

Often, FCC said, trade-outs—announcements in exchange for services or products—are not identified as commercial announcements. As an example, FCC said it is not sufficient to announce "travel arrangements made through Trans-State Airways." The announcement must reveal free transportation was provided in exchange for an announcement.

Similarly, FCC said stations which barter air time for products and services which are exposed during broadcasts—for example, closeups of certain brands of typewriters in newscasts—are expected to disclose this information to the public.

■ Where the commercial aspect of the presentation is not apparent, the statement observed, such exposure may imply an endorsement of the particular product by the broadcaster.

"When, in fact, such products are shown because of some financial benefit accrusing thereby to the licensee, its employes or independent contractors, the listening and viewing public is entitled to the knowledge that such is the case in order that it may view such commercial presentation in its true context," FCC said.

FCC addressed a special warning to networks and program producers who get "promotion fees" for putting particular branded products on their programs.

■ FCC said it understands that companies receive fees for arranging such plugs, and that broadcasters neither share in the receipts nor are aware of the arrangement. In this connection, it said, it has been advised that networks and other producers and suppliers of program materials have made surcharges, in the form of products or "promotional fees," for the publicity value to the manufacturer which results from showing or describing his product on tv. Sometimes, FCC said, where a refrigerator is given away, the manufacturer may be required to contribute a number of additional refrigerators as a promotional fee.

■ This practice is particularly serious, FCC said, because it prevents stations from complying with the rules with respect to disclosure of sponsorship.

FCC classified as "plugola" situations where stations play songs from current films, under an express or implied agreement that the local theater will purchase spots.

FCC also said that despite its special statement last September it believes some teaser announcements are on the air.

It said teasers must be disclosed, and that the broadcast of similar matter, such as the instrumental version of a commercial jingle, without explicit identification of the sponsor, is also proscribed.

■ With respect to free records, FCC said source of all free records must be disclosed, and any company that contributes records must be identified when any of its records—even the ones the station buys—are used. Promotions for record hops by disc jockeys are to be handled as commercials, and there is to be a commercial announcement whenever a disc jockey plays a record associated with an artist who appears at a record hop where the station or any of its personnel have a beneficial interest. #

J. C. Dillon, 55, Compton Creative Head, Dies in N. Y.

NEW YORK, March 17—J. Clifford Dillon, 55, chairman of the creative board of Compton Advertising, died at his home here yesterday of cancer.

Mr. Dillon joined the agency in 1954 as a vp and associate creative director.

He joined the promotion department of the old *New York Sun* in 1928, was made copy chief in 1936 and manager of the new business department in 1939; in that year he left to join Wendell P. Colton Co. as copy chief.

In 1941 he was named creative head at Kenyon & Eckhardt, and two years later was named copy group head and plans board member of J. Walter Thompson Co. In 1946 he joined Sullivan, Stauffer, Colwell & Bayles as vp and the agency's first copy chief. In 1951 and 1952 he served as vp and copy chief of Dancer-Fitzgerald-Sample, and then joined the former Ward Wheelock Co. in Philadelphia, where he served until 1954, when he moved to Compton.

ABC Advances Larkin

American Broadcasting Co. has appointed James T. Larkin to the new post of business manager of the international division. He was formerly supervisor of western division sales service.

Martin Revson Sues Brother on Exit Pact 'Fraud'

(Continued from Page 1)

strike out most of one paragraph from Martin's 17-page complaint on the ground that it was "irrelevant, scandalous and prejudicial." The paragraph charges President Charles with "mistreating executives and abusing them personally to such extent that men of proven capacity who held high positions in nationally known corporations before and after their employment by Revlon suffered humiliation and impaired efficiency."

■ Martin charges that working conditions at Revlon, due to Charles' practices, were reduced "to a state of widespread ill-repute and ridicule until, by 1957, the recruitment and replacement of executives at Revlon had become extraordinarily difficult. The rate of turnover of Revlon executives became a subject of ribald humor, and President Charles Revson further aggravated Revlon's managerial problems by wilfully and deceitfully manipulating the choice of directors."

A brief filed by Martin's attorney, William G. Mulligan, says that Charles, through misrepresentations, induced Martin to sell a large block of his Revlon stock at a discount of $3 under the market price in exchange for shares in Schering Corp. (which were then owned by Revlon), in the belief that "the market price of the stock of Schering Corp. would increase substantially more than the market price of the Revlon stock which Martin was to surrender."

■ Charles is charged with "falsely and fraudulently leading Martin to believe that . . . Revlon and all its officers were in danger of liability to Revlon's stockholders for waste and mismanagement unless Martin accepted the said discount."

Martin's complaint says that at the time of the purchase agreement, Revlon's stock averaged $34.35 a share and the company's Schering holdings averaged $39.95 a share. A year later, Revlon averaged $60 a share—a gain of 75%—while Schering averaged $68, a gain of 70%.

He is seeking $3 a share on 100,000 shares sold to Revlon, plus the benefit of the rise in market price on the stock.

Supporting papers filed by Martin's attorney included a 15-page voting trust amendment, by which Charles retained his 51% control of the company, and Martin's termination agreement with Revlon, which called for $75,000 in cash payments to him between June 2 and Aug. 15, 1958; no competition with Revlon for five years and "no hostile action" against the company by him, directly or indirectly.

Judge Thomas Aurelio reserved decision on the motion submitted today. #

GOA Reports 1959 Sales, Earnings Hit New High

Sales of General Outdoor Advertising Co., Chicago, increased to $41,781,699 in 1959, up from the previous high of $39,829,851 in 1958, according to the company's annual report. Net earnings rose to a $2,923,571 from a net of $2,526,470 in 1958.

During 1959 GOA acquired Vendor, S.A., Mexico City. Burr L. Robbins, president, said in a statement released with the annual report that outdoor advertising bookings for the first six months of 1960 are "substantially" ahead of what they were last year, and "indicate a prosperous year ahead."

J. EDGAR HOOVER

"...citizenship..."

GEN. DAVID SARNOFF

"...opportunity..."

BING CROSBY

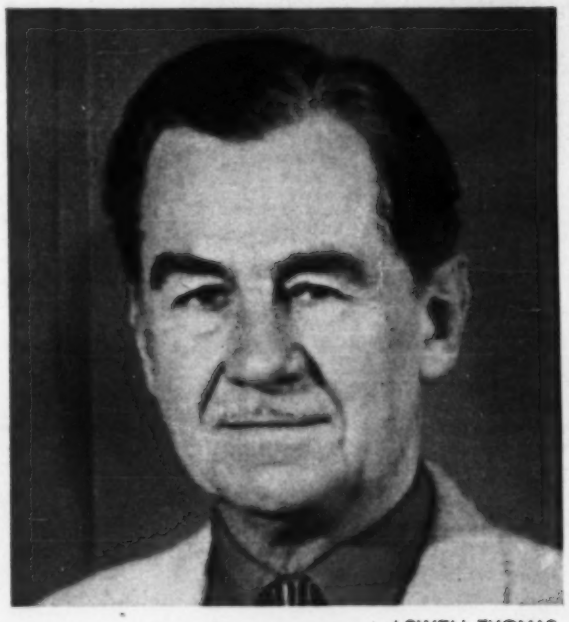
"...beneficial..."

U. OF MINN. PRES. J. L. MORRILL

"...responsibility..."

WALT DISNEY

"...self-discipline..."



LOWELL THOMAS

"...training..."

What makes a newspaper great?

Each of these distinguished Americans carries a PRESS Club card issued by the Minneapolis Star and Tribune. (P-R-E-S-S signifying: Paper Route Experience Spells Success).

Further, each man had to *request* his own club membership and each wrote freely and feelingly of the character-molding training and building-for-the-future experience he had acquired in his own newspaper carrier boy days.

Such high-level pride in first-job accomplishments startled everyone but Minneapolis Star and Tribune circulation director M. E. Fisher—the man who dreamed up the unique honorary club idea five years ago and has since seen it mushroom to a 5,000-plus membership that includes leaders in virtually every phase of human endeavor (among them a former President of the United States).

As foster-father to 12,000 Minneapolis Star and Tribune carrier salesmen (world's largest daily newspaper carrier force) Fisher's objective was simple: "To attach maximum prestige to newspaper route experience and to heighten public appreciation of the benefits of newspaper route work." Any ex-newspaper carrier for any newspaper was eligible to join. Any other newspaper in the country was welcome to use the idea. For Fisher's faith is strong and simple: newspaper route training and a good education make the best possible stepping-stones to adult success.

Fisher works hard at providing both stepping stones. Last year 4,000 of his carrier boys deluged his desk with applications for higher-education scholarships—a record even for the Minneapolis Star and Tribune, whose International Scholarship Program is the largest newspaper sponsored plan in the country. A record total of 98 scholarships, worth more than $80,000, was awarded through the program and the cooperating schools.

Like most other newspapers across the nation, the Minneapolis Star and Tribune are proud of their newspaper carrier boys and are honestly concerned with these boys' welfare and future. This pride and interest is one more reason why these newspapers have earned the regular readership and responsive regard of the people of a 3½ state region—America's great Upper Midwest.

Minneapolis Star EVENING *and* **Tribune** MORNING & SUNDAY

650,000 SUNDAY · 515,000 DAILY

JOHN COWLES, *President*

THE SUNDAY THE MAYOR WORKED OVERTIME

On February 28, 13-year-old Ellen Kreisler lodged a complaint with the Mayor of New York City: heat and hot water were in short supply in the Manhattan apartment building where she lives. Her call for help reached Mayor Robert Wagner through WRCA-TV's "Direct Line" (Sundays, 10:30-11:00 a.m.), a program which provides New Yorkers with an opportunity to phone-in questions directly to civic leaders and to top officials.

For Ellen, "Direct Line" proved to be a direct line to *action.* Mayor Wagner acknowledged her plea on-the-air and promised to give the matter prompt attention at the conclusion of the program. He was as good as his word. Deputies for the Commissioner of Health launched an imme-

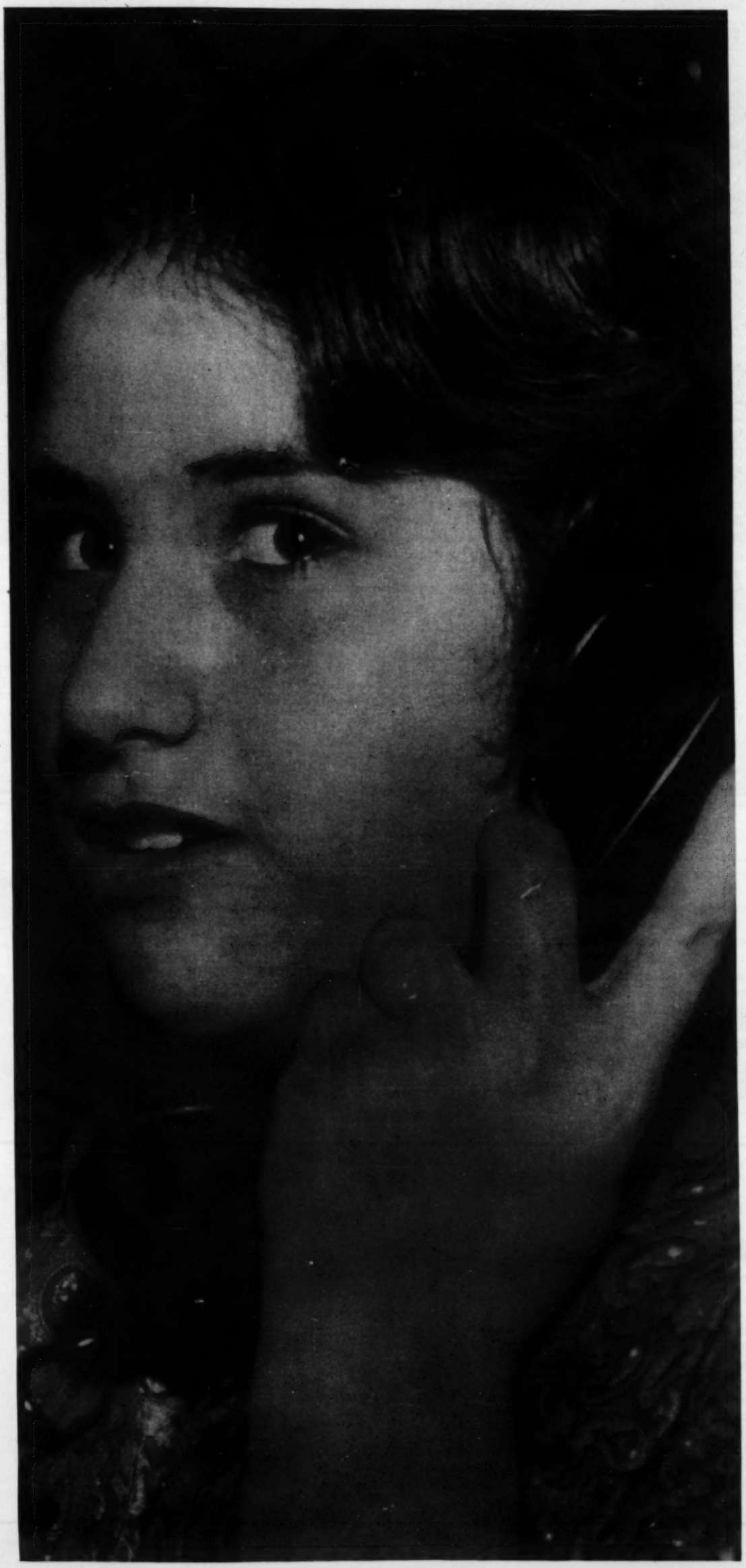
diate investigation. Ellen and the 150 families who share her apartment building now have plenty of heat and hot water. And the results generated by "Direct Line" made front-page news in New York papers on the following morning.

"Direct Line" is just part of the Sunday lineup of WRCA-TV programs designed in the public interest... to interest and aid the public. Along with "Searchlight," "Open Mind," "The New York Times Youth Forum" and "Sunday Special," it makes stimulating viewing on Sunday, and frequently, exciting newspaper reading in the Monday editions.

These programs are further examples of WRCA-TV leadership in America's number one market, and proof that it is the most...

...DIRECT LINE TO ACTION

WRCA-TV · 4
NBC in New York



The Editorial Viewpoint . . .

The Ever-Changing FCC

It is doubtful if even John Doerfer's best friends in the broadcast industry will be sorry to see him leave the Federal Communications Commission. Whatever his beliefs may have been, his disregard for normally accepted rules of conduct in dealing with people whose future he so largely controlled, and his peculiar insistence on making the FCC a do-nothing body, were hurting the FCC and the whole broadcast industry.

Frederick W. Ford, the new chairman, seems at first blush to be a happy choice to succeed Mr. Doerfer. Mr. Ford gives every indication of being a thoughtful individual with no burning desire to turn the industry upside down, but at the same time with what seems a reasonable belief that the FCC can perform its functions more effectively in the future than it has sometimes done in the past.

His Philadelphia statement of a month ago seems sensible enough. He said he has no interest in making FCC a board of censors, but does look forward to development within the commission of "a reasonably well defined policy whereby the greatest freedom will be assured the broadcaster in programming his station, and whereby at the same time the commission will perform the function of protecting the public interest, convenience and necessity with the minimum interference."

Now if we can get broadcasters to exercise a little more programming responsibility, and if advertisers and agencies will quit shedding crocodile tears about how important it is for them to control programs, and will instead devote their energies to developing more effective and more believable commercials, perhaps we can ultimately get this television "crisis" out of everyone's hair—without any more hysteria and without rewriting all the perfectly sensible laws on broadcasting which we already have.

Impossible Situation

The practice of advertisers developing competitions for agencies, in which their present agencies are involved, does not seem to have died out. Instead, if mention of three such competitions in a single issue of this newspaper is any criterion, this diabolical practice is growing.

Currently engaged in having a number of agencies make presentations to them—including their present agencies—are Pepsi-Cola, Edison Electric Institute and Oliver Corp., and probably some others of which you know.

We have said before, and we repeat, that this is the ultimate in rudeness and very nearly the ultimate in nonsensity. It places the present agency in an impossible position, and no client or agency in its right mind ought to tolerate it.

It is doubtful that competitions make any sense at all in terms of choosing an advertising agency. But even if they do, it is positively wicked to include the present agency on equal terms, as if the whole affair were a medieval joust for a fickle female's hand. If the present agency is any good at all, it is likely to believe that what it has been doing for the account makes sense; and yet inviting it to compete in an open contest with other agencies almost automatically forces it to discard its present course and present some "new and different" ideas. One obvious result, of course, is to make the present copy and strategy even more suspect.

Equality in such a competition is no equality at all for the present agency. It deserves preferential status, not equality. Newcomers should be measured against it in terms of how they can improve on what it has already done or failed to do for the account.

IAA Looks for Trouble

The International Advertising Assn. is the latest association to decide it wants to go into the publishing business. Elmo C. (Bud) Wilson, the IAA's acting president, sprang this news at the Latin American convention in Caracas. He announced that in June the IAA plans to bring out a new publication, "International Advertiser," which will take advertising and which will supposedly become the "authoritative publication" in the international advertising field.

It is amazing how associations that are beset with internal problems of their own always seem to look for other ways to complicate their existences. IAA, for example, has a potential revolt on its hands which a doubtful venture into magazine publishing won't solve.

IAA membership has doubled in the past four years, and it was not until the European members threatened to walk out of the organization that the IAA last year revised its constitution so that local chapters could be formed. Until this revision, the IAA was in the paradoxical position of having more members outside the U. S. than in it but being bound by such provincial rules that no one could serve on the board of directors unless he or she lived within 40 miles of New York's city hall!

Overseas members want more service from the association—and very few of them equate "service" with a speculative venture into publishing.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"That new vp is the best worrier . . . he gets all of 14 lines to the inch on his forehead."

What They're Saying . . .

Laudatory Letter

Let it be admitted that the question of honesty in advertising is today at a fever pitch. But let us also recognize that advertising people, themselves—far from ignoring or pooh-poohing the subject—are, as they should be, more concerned than the public or the government.

The Feb. 8 issue of Advertising Age carried several hundred news items, of which, as I counted them, 53 were important stories or features run on the first three pages or at the top of the inside pages. On the general subject of objectionable advertising—association statements, speeches, FTC-advertiser arguments, features, etc.—there were 13 major articles and a cartoon lampooning the advertising business. When you consider all that happens in one week in advertising I consider this reflects a high degree of concern on the part of advertisers, agencies, media and suppliers—all of which Advertising Age represents.

More significant is the fact that eight additional major articles and features were devoted to critiques of individual advertisements or campaigns, with no punches pulled. How many other industries subject their members to such self-criticism? In the advertising business, however, this is neither unusual nor new. For years, Advertising Age and most advertising trade journals regularly have devoted substantial space to no-holds-barred criticisms of advertisers, agencies, and media . . .

—David P. Ferriss of Gardner Advertising Co., St. Louis, Mo., in a letter to the editor of the St. Louis Post-Dispatch.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Alberi Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Meris, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 346 Rue St. Honore, Paris 1.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The New York state supreme court has decided that supermarkets may continue to sell aspirin, thus relieving the headaches of a lot of non-drug outlets in the Empire State.

•

A public relations company looking for a writer with news and feature experience says he can't be more than 24 to 26 years old.

The winning applicant must have been given a pass by Uncle Sam.

•

Alvin Long wonders out loud why sponsor identification on tv shows is considered so important when all the advertiser wants is to register a favorable impression for his product.

•

A newspaper editorial says the statements of company presidents in annual reports wouldn't rate more than a B in college English, but the average stockholder is much less concerned with the diction than the dividend.

•

"Meldrum study helped Republic Steel hike readership 10%," the headline says.

If this sort of thing keeps up, Starch reports will get almost as much attention as the past performance charts in the *Daily Racing Form*.

•

Cuban officials, not connected with the tourist bureau, keep arresting Americans in the act of taking pictures, but who ever heard of a visiting sightseer who wasn't prepared to consume some of Eastman Kodak's favorite products?

•

"Cuban ad business gets shellacking by Castro," reports the world's greatest advertising journal.

Part of the shellacking consists of just taking over media and businesses.

•

A news story says Procter & Gamble is testing three new products, indicating once more that P&G has no fear of increased competition, especially its own.

•

Business is good with Merrill Lynch, which is increasing its 1960 advertising by 50% to $1,800,000.

All it wishes for its customers is that they continue to make and take capital gains.

•

Alfred Politz belongs to a different generation from the first Joseph Pulitzer, but anyway *The Saturday Evening Post* is pleased to acknowledge a readership palm in the form of a Politzer prize.

•

President Eisenhower's understandable desire to avoid a postal deficit is hampered somewhat by the fact that Post Office wage hikes keep rising just a little faster than postal rates.

•

Corporate image advertising is very difficult these days, probably because the image to be projected is usually a composite of a number of companies which have been merged into a bigger one.

Copy Cub.

what the other half doesn't read tells a story...

Our headline is modest. Actually, well over half (922,000) of The Daily Inquirer's 1,406,000 readers do *not* read the major evening newspaper.*

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.

So, if you don't want to miss nearly a million exclusive readers—put your advertising in The Inquirer!

The Philadelphia Inquirer

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

Industrial Ad Doesn't Get Salesman's Foot in Door; It Prevents Useless Calls: Tyson

NEW YORK, March 15—Evidence that advertising has taken over part of the salesman's job in industrial marketing is offered in a new study made by O. S. Tyson & Co.

"The Changing Role of Industrial Advertising," mailed to agency clients and prospects, reaches three conclusions:

- "As personal selling grows more expensive, management is forced to use automated communications wherever face-to-face communication is not absolutely essential."
- "This means not just an enlarged role for advertising; it means a changing role. No longer will advertising seek only to make more places for the salesman to call, now it must be used to keep the salesman from having to call where his personal services aren't really required."
- "The advertising manager can best adapt his operations to this changing role by concentrating his attention on the less glamorous chores which advertising, printing, publicity and audio-visual tools can perform almost as well as the salesman can."

The Tyson study points out that industrial admen in the '30s were taught "that the objective of advertising was to get leads—to help the salesman get his foot in the door." But today, advertising is aimed at preventing "all calls except calls on genuine prospects fully ripened for personal selling."

It adds that "advertising in its many forms must now do the entire ripening even if salesmen could do it better—because advertising can now do it at lower cost."

The study offers "specific ways industrial advertising can take over part of the industrial salesman's job, and thereby produce measurably increased profit."

Copies are available free from the agency, which is located at 230 Park Ave. #

'La Presse' Won't Enter TV

La Presse, Quebec, the largest French-language daily newspaper in North America, has decided against entering the television field but will continue to operate its radio station, CKAC. *La Presse* withdrew its application for permission to operate a tv station when the board of governors of Canadian Broadcasting Corp. met recently in Quebec.

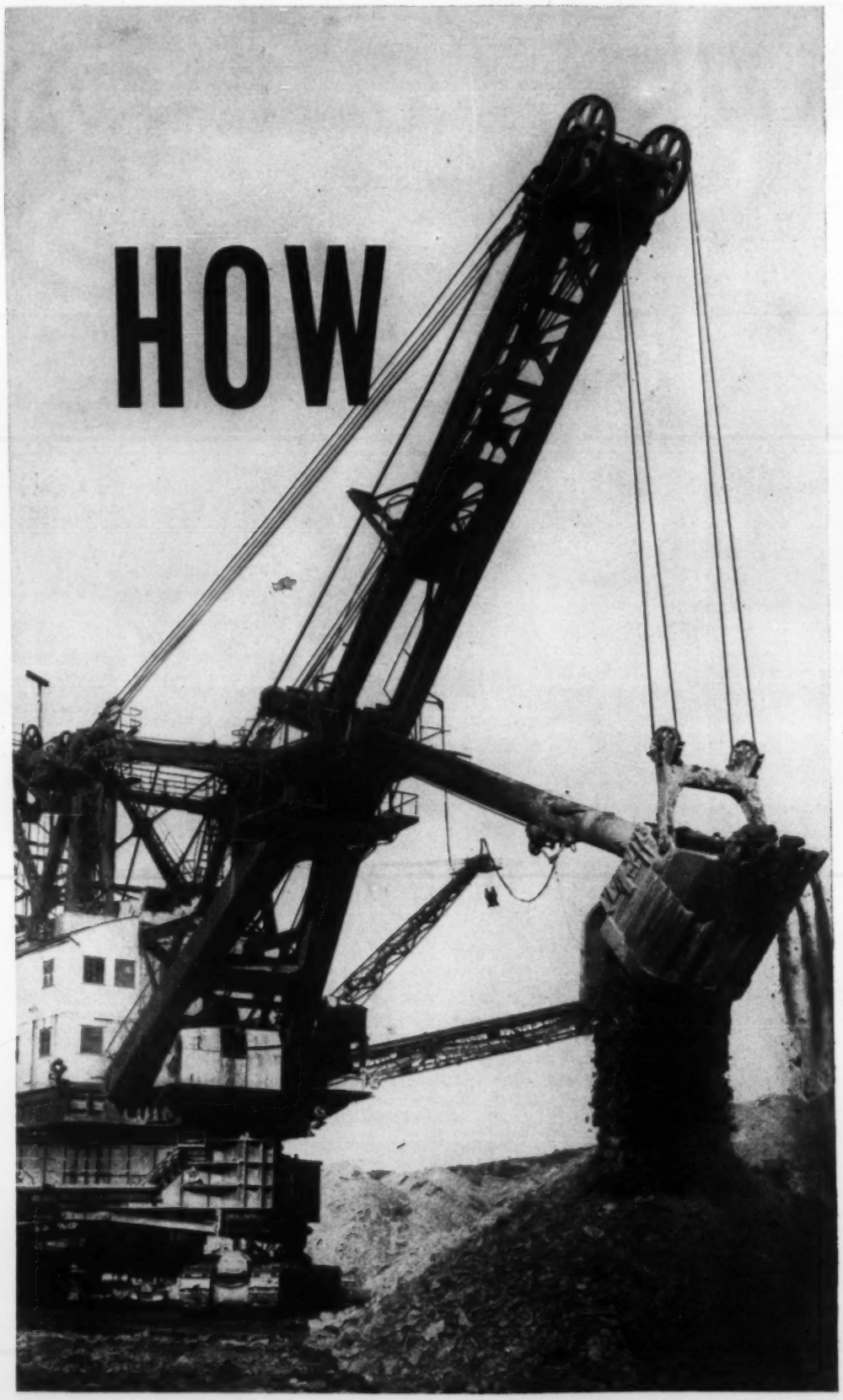
Fertility Testor Names Hall

Fertility Testor Co., Ottawa, Ill., has named Hall, Haerr, Peterson & Harney, Peoria, to handle its advertising. The agency also has named Gail Combs to its art staff and Victor Burnett to the copy staff.

PICK PACKS—*Pepsi-Cola Co. is planning to test new coin-operated vending machines, like this one, in Chicago markets this spring (AA, March 7). The unit dispenses six-pack cartons of Pepsi in a variety of sizes.*

Lardner & Wich Names Shriver

Lardner & Wich, Baltimore construction and engineering company, has named Shriver Co. to handle its advertising and public relations.



UNITED PRESS INTERNATIONAL tackled--and licked--a tough assignment for United States Steel

UPI

Serta Group to Put $5,000,000 Ad Push Behind Mattresses

CHICAGO, March 15—Serta Associates, representing 41 bedding manufacturers, for the first time is changing its advertising approach to thoroughly pre-selling the consumer.

In the largest campaign of its 29-year history, Serta will spend, nationally and locally, an estimated $5,000,000 to advertise its top line merchandise on a continuing basis. Previously, four separate promotions a year were used.

Nationally, the company will place eight insertions in *Life*, the first to be a spread appearing in April and the others a page each month. The remainder of the advertising will be done locally by the 41 manufacturers, using tv spots and newspapers as principal media.

A sister campaign is being aimed at institutions. A total of 24 insertions will appear in *American Hotel* (6), *Hotel Management* (9), and *Hotel World Review* (9).

Both campaigns stress "fatigue buildup" as "America's growing health hazard." The institution-aimed ads include a coupon to request details for a 30-night free trial offer of the "perfect sleeper" hotel mattress.

Tatham-Laird Inc., Chicago, is handling the campaigns on the national level and preparing copy for local spot and print ads for placement by the manufacturers. #

FATIGUED?—*Serta Associates Inc. will kick off its 1960 ad campaign April 25 with this spread in Life. Seven more page ads will follow on a monthly basis in the magazine. Tatham-Laird Inc., Chicago, is the agency.*

Alcoa Offers Sweaters for $2 in New Campaign

Aluminum Co. of America, Pittsburgh, will offer Orlon sweaters for $2 and proof of purchase of Alcoa Wrap in an ad campaign running from mid-March to mid-May. Network tv advertising will appear on "Alcoa Theatre" (NBC-TV) and "Alcoa Presents" (ABC-TV). *Family Weekly, Parade, Suburbia Today* and *This Week Magazine* will be used, along with *Everywoman's Family Circle* and *Parents' Magazine*.

In addition, local newspapers and tv will carry the offer. Ketchum, MacLeod & Grove, Pittsburgh, is the Alcoa Wrap agency.

Ryan-Coleman Adds Two

Ryan-Coleman, St. Paul, Minn., has named Robert I. Zschunke, formerly at Campbell-Mithun, media director, and Ralph G. Bauer, formerly head of his own creative studio, copy chief.

Al MacDonald, Copy Supervisor, Industrial Advertising, U.S. STEEL Reports:

"UPI's Handling of a Tough Job Provided Facts, Photos and Testimonials That Gave Our Advertising Impact and Believability.

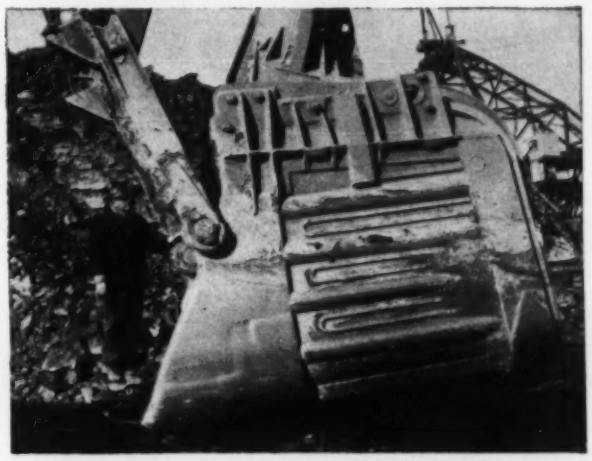
"When we commissioned UPI's Commercial Photography Division to provide us with 12 on-location story and photo reports (4 each on 3 types of steel), it seemed like a difficult assignment even for UPI. There was one *big* catch. UPI first had to *locate* the mines using these 3 materials in their equipment! Frankly, we wanted to transfer the entire burden from our shoulders to UPI's.

"We soon discovered that UPI has broad shoulders! We wound up with detailed user reports, dramatic photographs and convincing testimonials . . . all delivered on schedule! This UPI material became the foundation on which our agency built an advertising campaign with tremendous impact and believability!"

This ability to topple Goliath-sized problems with the slingshot of capability is one reason why, in the photographic field, UPI stands alone on a pedestal of leadership and prestige. It's no wonder that the country's leading advertisers and advertising agencies *rely on UPI*. Mail coupon for more complete information.

FIELD PHOTO AND USER REPORTS • PRODUCT APPLICATION PHOTOGRAPHS • PUBLICITY AND EDITORIAL PHOTOGRAPHS • PRODUCT PHOTOGRAPHS • COLOR PHOTOGRAPHS • STOCK PHOTOGRAPHS • TELEPHOTO TRANSMISSIONS • SPECIAL PHOTO ASSIGNMENTS

Impressive photographs, authenticated by proper background and dramatized through skillful direction, have the power to pull the readers' eyes to the advertiser's message, and to project . . . *believability*.



Effective UPI photographs like that shown above were used by U.S. Steel's ad agency to lend pictorial impact to advertisements.

UNITED PRESS INTERNATIONAL

WORLD HEADQUARTERS
461 Eighth Ave., New York 1, N.Y.
Pennsylvania 6-8500

Commercial Photography Division

BRANCH OFFICES IN:
Boston, Chicago, Los Angeles, Philadelphia, Pittsburgh, San Francisco

Send complete information on the following:

☐ Field photo & user reports ☐ Product photos
☐ Product application photos ☐ Color photos
☐ Publicity & editorial photos ☐ Stock photos
☐ Telephoto transmissions ☐ Special photo assignments
☐ Have representative call

Name_____
Firm_____ Title_____
Advertiser Advertising Agency
Address_____
City_____
Zone_____ State_____

ANSWER-AMERICA

Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

Executive Office

ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.

RAndolph 6-2339

AFFILIATE ANSWER CANADA

Doctors' Specialization, Conformity, Caution to Make Drug Selling Tougher: Richardson

NEW YORK, March 15—Changes in medical practice are going to make it more difficult for drug companies to reach doctors and sell them on products, William A. Richardson, president and editorial director of Medical Economics Inc., predicted last week.

Mr. Richardson told the Pharmaceutical Advertising Club of New York that by 1970 the typical doctor will be:

1. A specialist rather than a general practitioner.
2. Involved in some kind of group practice.
3. Less independent, as he will be subject to powerful third parties such as hospitals, labor unions, insurance companies and government bodies.
4. So inhibited by the threat of malpractice litigation that he will be overcautious about prescribing any new drugs.

■ Mr. Richardson reported that recent studies show that 70% of today's medical students plan to specialize when they enter practice. He predicted that the family physician of tomorrow will be the internist—and "they'll be worth reaching with promotion tailored to their particular interest," he said.

He noted that the specialist tends to learn more and more about his field of specialization, with the result that the "drug company, to keep pace, will have to upgrade its detail men, its direct mail and its journal advertising. Maintaining present levels of quality—however high—will not be enough."

Mr. Richardson said that the trend toward group practice and the "ever-growing power" of the hospital and other institutions over the doctor mean that medicine is becoming "less and less a private enterprise and more and more a sort of public utility."

■ He depicted the consequences as follows:

"Fewer and fewer mavericks in medicine. More and more conformists. That seems to be the outlook.

"The more the doctor loses his independence, the more he becomes a so-called organization man, the more the drug industry will have to alter its methods of communicating with him. It will find him harder to reach physically, perhaps harder to convince intellectually.

"As institutional practice grows, to what extent will you have to expand your institutional detail force and cut back on your force that calls on individual physicians? To what extent will they remain free to prescribe *brand name* products that they know and have confidence in?"

■ Mr. Richardson said today's doctors have become extremely fearful about malpractice suits. He pointed out that doctors are being told: "Be ultra-cautious. Watch out for anything that might be regarded as experimental therapy. Don't try out potent new products unless the makers of these products will underwrite your legal risk."

In some states, he reported, courts have allowed textbooks to be introduced as evidence. He asked: "Could the result of this be that a new chemotherapeutic agent, for example, would have to be mentioned in a recognized textbook before the doctor would feel free to use it? How much would this retard the development of new drugs—and of new uses for old drugs?"

Mr. Richardson concluded by advising the pharmaceutical admen to keep "careful tabs" on this changing market—"starting right now." #

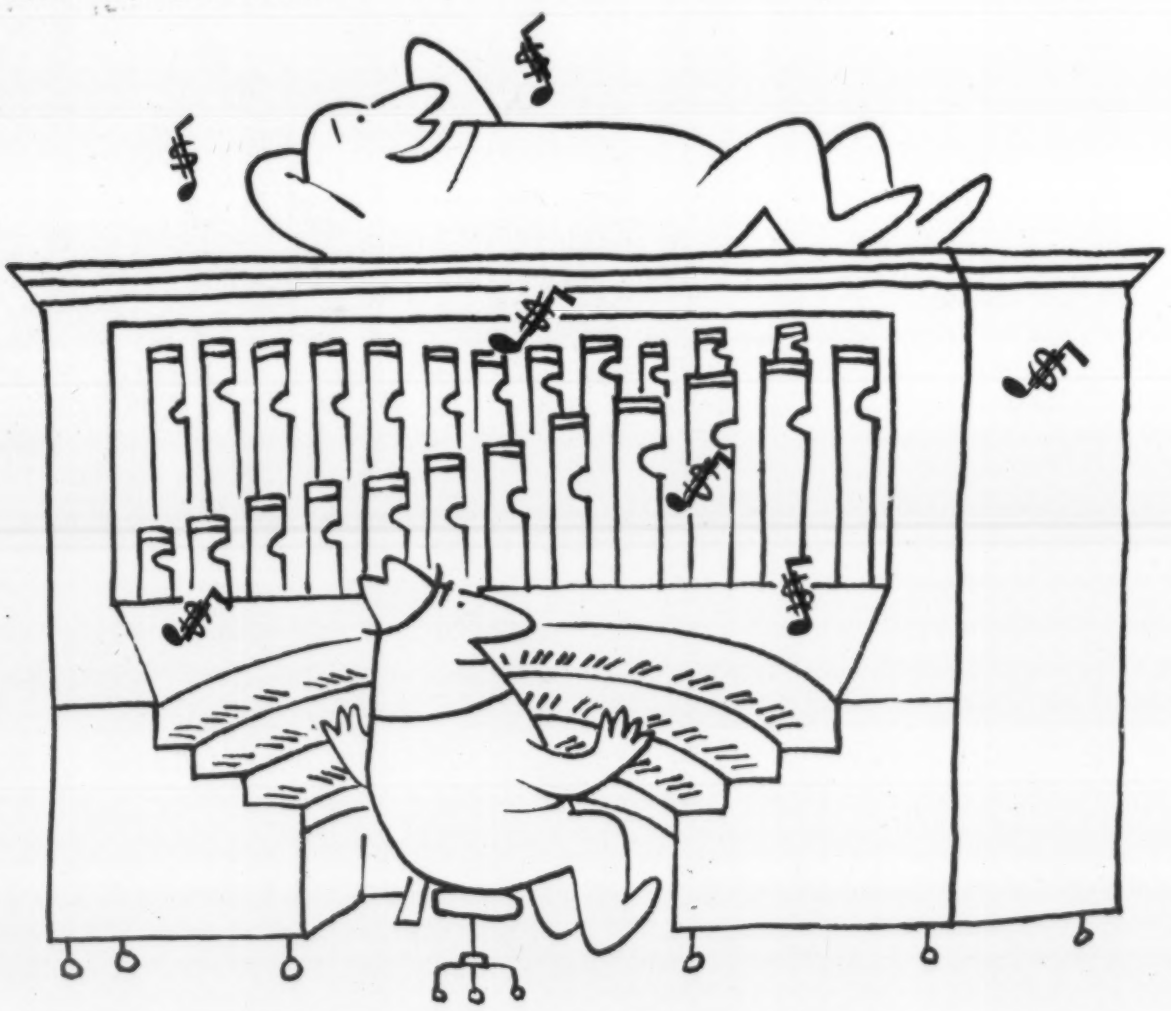
'Modern Government' Bows

Modern Government, a new magazine edited for government officials in 83 countries in Africa, Asia and the Middle East, carried 23 pages of advertising in its first issue—March-April. The magazine has a circulation of 10,000, is issued six times yearly and is published by Export Publishers Co., New York.

Davis Joins Gabriel Stern

Wesley J. Davis has joined the industry division of Gabriel Stern Inc., Boston. He previously was advertising manager of Raytheon Co.'s industrial components division, Newton, Mass.

Another thinly disguised WJR success story



"WON'T YOU PLAY A MONEY MELODY"

Strike the right chord for the right audience and you've got sales music.

Listen to the story of a retailer of home electric organs who was introducing a new model. The price of this organ restricted the market to a very distinctive group. He placed a 2-week announcement schedule on WJR.

On the day of the first commercial, a customer dropped in and asked to see the organ he had just heard about on his car radio. He bought. In fact, sales were slightly overwhelming throughout the advertising campaign.

This points up one of the basic philosophies at WJR. We program for minority groups as much as for general interest groups. Instead of day-in, day-out radio of the same type for the same daily audience, we broadcast something different for different audiences . . . for farmers, for housewives, for lovers of classical music, for people who listen for entertainment, for people who want to learn, not just listen.

We call it complete-range programming . . . programming with something for everyone. With it we serve our total audience, not just one part over and over again.

What's your line? Aluminum? Potato chips? Bearings? Insurance? Organs? Whom do you want to reach? Industry buyers? Homemakers? Sports fans? Everybody? The place to make sweet music in the Great Lakes area is WJR. Work out the details with your advertising manager, agency or Henry I. Christal rep, then sit back and listen to the cash register sing.

WJR DETROIT

760 KC 50,000 WATTS

RADIO WITH ADULT APPEAL

PRESTIGE

FOR YOUR PRODUCT

THROUGH THE PREFERRED FARM PUBLICATION
IN INDIANA AND ILLINOIS

PRAIRIE FARMER

SURVEY PROVED 1ST PREFERENCE
PRAIRIE FARMER
ILLINOIS-INDIANA FARMERS

Amazing Preference At Every Influence Level Proves Prairie Farmer the Dominating Agricultural Selling Force in Illinois and Indiana

In a welter of conflicting claims, the true influence picture in agricultural media is sometimes hard to pinpoint. Many advertisers find out for themselves by surveying customers and dealers.

The results are always the same.

Indiana and Illinois farmers name Prairie Farmer their leading choice among farm publications by 2 to 1 over the next highest.

Farm implement, feed, farm supply, home appliance, petroleum —dealers of all types—prefer advertising in Prairie Farmer as high as 8 to 1 over the next publication.

Polls of county agents tell the same story.

Prestige for your product is built fastest by using this publication which enjoys such remarkable prestige. This preference—plus unmatched market penetration—makes Prairie Farmer a must on your advertising schedules.

In 1959, Prairie Farmer ranked 3rd among all farm publications in commercial advertising lineage—topped everything circulating in Illinois.

PRAIRIE FARMER

1230 West Washington Blvd., Chicago 7, Illinois

Member of **MIDWEST FARM PAPER UNIT**, 35 E. Wacker Dr., Chicago 3; 250 Park Ave., New York 17 • West Coast Representative: TOWNSEND, MILLSAP & CO., 110 Sutter St., San Francisco 4; 159 S. Vermont, Los Angeles 4

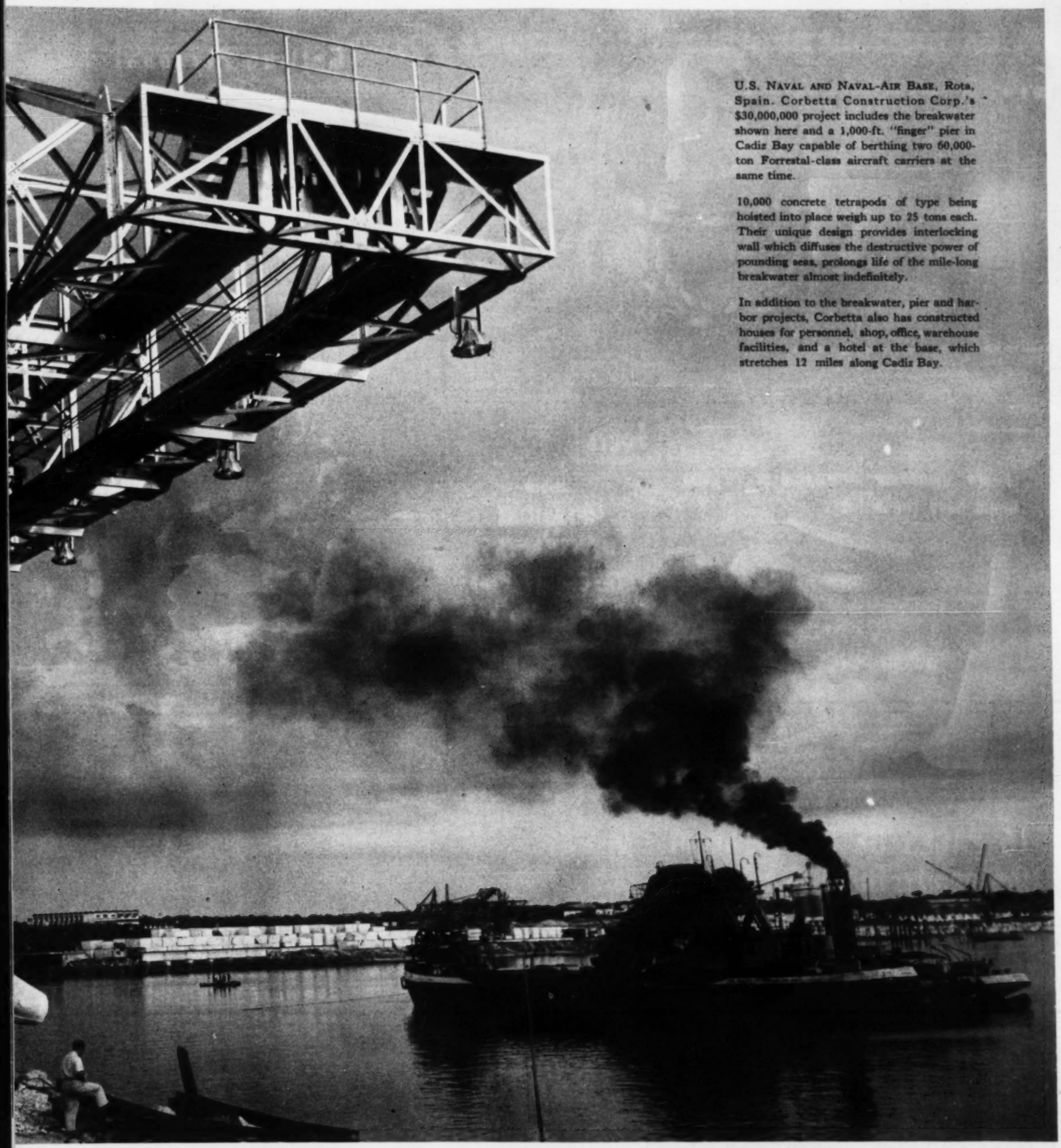
TOUGH, RESILIENT, INFORMED, SUCCESSFUL...

That's Roger H. Corbetta, *president of the Corbetta Construction Corp. of New York and Chicago.*

Responsible for half a billion dollars worth of construction around the world in the last 38 years, he began as one-man contractor on a $1,100 sidewalk-paving job in 1922. His rise to command of a company now building a $30,000,000 U. S. Naval Base is a story of rugged determination, of dramatic gambles against sizable odds and of hard-earned mastery of all the intricate phases of construction.

"Mr. Concrete," as he is known to many in the industry, can usually be found clambering up ladders to inspect newly-poured forms for a bridge . . . hammering away on the potentialities of concrete to groups of architects and engineers . . . or sweating out new pre-casting and pre-stressing techniques with manufacturers.

Corbetta's recent construction record includes the $12,000,000 Pan American Airways hangar at Idlewild, a $13,000,000 drydock for the Brooklyn Navy Yard, part of the N. Y. Thruway, Pier 57 in Manhattan, caissons for the



U.S. Naval and Naval-Air Base, Rota, Spain. Corbetta Construction Corp.'s $30,000,000 project includes the breakwater shown here and a 1,000-ft. "finger" pier in Cadiz Bay capable of berthing two 60,000-ton Forrestal-class aircraft carriers at the same time.

10,000 concrete tetrapods of type being hoisted into place weigh up to 25 tons each. Their unique design provides interlocking wall which diffuses the destructive power of pounding seas, prolongs life of the mile-long breakwater almost indefinitely.

In addition to the breakwater, pier and harbor projects, Corbetta also has constructed houses for personnel, shop, office, warehouse facilities, and a hotel at the base, which stretches 12 miles along Cadiz Bay.

Tappan Zee Bridge, and a housing project in Puerto Rico.

Men like Roger Corbetta—the engineers, designers, contractors and owners who are transforming the face of America with big projects based on big ideas—have to keep abreast of new developments in all phases of construction. These are the men who turn each week—as part of their jobs—to Engineering News-Record for the latest news and information on the materials, machinery, money and manpower they need in their work. These are the men you sell when you advertise in Engineering News-Record.

Read weekly by all the men who wear construction's hard hat:

Engineers · Architects
Contractors · Owners

ENGINEERING NEWS-RECORD

HAVE YOU SEEN ENR's NEW FILM UNDER THE HARD HAT? IF NOT, ASK AN ENR REPRESENTATIVE FOR A SHOWING. ALL YOUR SALES AND ADVERTISING MEN WILL FIND IT INTERESTING AND INFORMATIVE.

A McGRAW-HILL PUBLICATION
330 WEST 42ND STREET, N.Y. 36, N.Y.

Meet an IRE award winner for 1959

IRE REMEMBERS THE MAN

for his

Creative Energies

Behind a man's desire to succeed in his job is a man's desire to use his creative mind to its fullest. In the field of television, Paul Weimer, Group Leader of Pickup Tube Research, RCA Laboratories, stands out. For his "contribution to photoconductive-type pickup tubes," IRE is proud to honor Mr. Weimer with the *Vladimir K.* Zworykin Television Prize. Hearty congratulations to Mr. Weimer for his fine work in such an important area of modern life.

And behind the cold statistics of the 61,957 net paid circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

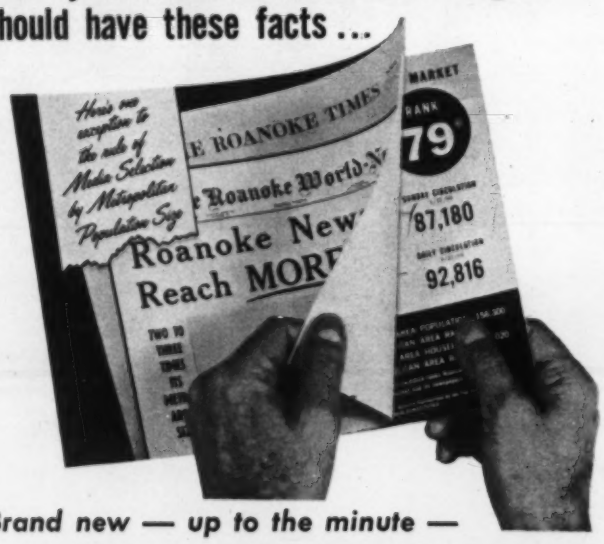
For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

facts

Every advertiser interested in Virginia should have these facts ...



Brand new — up to the minute —

16 PAGES OF FACTS about the nearly Three-Quarter Billion Dollar Roanoke Market

This brochure gives you, at a glance the following facts and many others:

- U. S. Metro area ranking and newspaper audience
- Roanoke Newspaper market
- Roanoke and selected top 100 U. S. Metro Markets
- Roanoke 16-county-plus primary market
- Roanoke 61 cities and towns market
- % food stores and sales in Metro and outside areas and newspaper coverage
- Food sales per family and newspaper coverage
- Chain and independent grocery stores in the 16-county-plus Roanoke primary market and in the Roanoke city-town market
- Roanoke Newspapers' family coverage by counties — by cities and towns
- A large map of cities, towns and counties
- Many other facts about this isolated empire in the western part of Virginia

Home of the *New* Norfolk and Western Railway

Write Arthur Wimmer, Nat'l. Mgr., Roanoke Newspapers or Sawyer-Ferguson & Walker for your free copy.

about ROANOKE NEWSPAPERS' 16-County-Plus Primary Market

ROANOKE NEWSPAPERS' COVERAGE:
Metropolitan area 100%
61 Principal cities and towns 93.2%
16-County-plus primary market 57.9%

NEARLY THREE-QUARTER-BILLION DOLLAR-MARKET
with 596,930 people.

SIZE
of Roanoke Newspapers' Primary Market — 16 counties - plus — 7,516 sq. miles — 2nd in State — 71st in Nation.

HOUSEHOLDS: 154,240

NET BUYING INCOME: $747,595,000

RETAIL SALES: $574,353,000

FOOD STORE SALES: $136,583,000

GEN. MDSE. SALES: $65,536,000

APPAREL STORE SALES: $31,265,000

FURN. HSLD. & APPL. SALES: $27,900,000

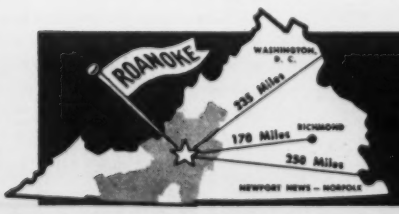
AUTOMOTIVE SALES: $122,498,000

GAS SERVICE STATION SALES: $53,406,000

DRUG STORE SALES: $20,702,000

ALL OTHER RETAIL SALES: $116,463,000

Source: SRDS plus estimates by Research Dept. S. F. W. Co. Circulation June 30, 1959



THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS
National Representatives SAWYER · FERGUSON · WALKER CO

Roanoke is a "Burgoyne" test city with spot color • The Daily Newspaper is the Total Selling Medium

Getting Personal

Literary Row: **Lawrence Savadove,** copywriter with Benton & Bowles, New York, will see his first novel published March 25 by Duell, Sloan & Pearce. Titled "The Sound of One Hand," it is the story of an American who retreats to the ancient way of life in a Japanese village. The author speaks fluent Japanese and served with the army in Japan, heading the Indochina desk for Military Intelligence ... Another book growing out of the war is **Caskie Stinnett's** "Out of the Red" (Random House, March 24), described as the author's "jaundiced" observation of federal workers while a writer for the War Production Board. It's the first novel for Curtis Publishing's assistant p.r. director, who writes the frequently jaundiced "Speaking of Holiday" ... **Walter Lord,** former JWT copywriter who was wooed away from advertising into successful book writing, has his fourth book due mid-June (Harper's). Titled "The Good Years," it surveys that "extraordinary" period from 1900 to World War I ("after plumbing but before taxes"). It's a Book of the Month choice as was its predecessor, "Day of Infamy." The book before that: "A Night to Remember," the Titanic's tale. His next one will cover the Alamo ...

FAWCETTS AND FRIEND—*Roscoe K. Fawcett, vp and director of circulation for Fawcett Publications, poses with his wife, Elizabeth, and the cape buffalo he bagged on safari in Africa. Not to be outdone, Mrs. Fawcett shot an elephant on the trip.*

Awards round-up: Tabbed "Ad Man of the Year" by their respective ad clubs were: **Numa L. James,** general ad manager of the *Rocky Mountain News,* Denver; **Robert G. Hill,** ad manager for the Columbia-Geneva division of U.S. Steel Corp., San Francisco; **Arthur F. Brown,** president-treasurer of Reilly, Brown & Tapply, Boston agency; **Ormond Binford,** general manager of Metropolitan Printing, and Binfords & Mort, Portland, Ore.; **Russell J. Truppe,** Truppe, LaGrave and Reynolds, Des Moines agency; **R. James Yarnell,** photography supervisor, Beech Aircraft Corp., Wichita, Kan., **George W. Head,** manager of advertising and sales promotion for National Cash Register Co., Dayton, O., also named the area's first Silver Award winner ...

Silver Medal ad awards also went to **Walter A. Bonvie,** ad director for Minute Maid Corp., Orlando, Fla.; **Mack Smythe,** ad director of the *Clarion Ledger* and *Jackson Daily News,* Jackson, Miss.; **Dan T. White,** senior partner of White & Shuford, El Paso agency, who also was named Ad Man of the Year by the El Paso ad club, and to **E. N. Pope,** director of advertising and sales promotion for the Carolina Power & Light Co., named by the Raleigh ad club ...

Lon Ramsey, account exec, George H. Hartman Advertising, Chicago, penned a paperback guide to match strategy and tactics for competitive amateur golfers, entitled: "Secrets of Winning Golf Matches," published by Pilot Books ...

Bridal Row: Cassandra Pappas and **George E. Van Cott** of Lennen & Newell, New York, will marry April 30 ... **Anne Harrison Wheeler,** former secretary to **Robert E. Kintner,** NBC president, was married Feb. 27 to William Buchanan, on the staff of Applied Physics Laboratory ... A December wedding for Clarice Siegel and **Jerome Greenberg** of Young & Rubicam, New York ... **Muriel Andersen,** assistant to the media director at Brooke, Smith, French & Dorrance, was married Feb. 27 to **Joe Fielding,** marketing analyst with Kenyon & Eckhardt ... **Marcia June Levine** of Lester Harrison Advertising, New York, and **Franklin Cooper,** president of Embassy Laboratories, will wed in April ...

What-are-they-doing-now note: **George Drake,** who used to be copy chief for Ruthrauff & Ryan in Chicago and was a partner in Swaney, Drake & Bement, is now teaching at Colorado State in Fort Collins, and operating a guest ranch—Painted Post Ranch—at Red Feather Lakes, Colo. ...

Irwin A. Vladimir, head of Gotham-Vladimir Advertising, left March 4 for a two-month trip around South America, his fifth trip there ... **Kent "Kip" Kelley,** advertising sales representative for *The Saturday Evening Post* in Chicago, has been awarded the Kuhrmeyer Memorial Trophy by the Chicago Athletic Assn. The prize is presented annually to the association's best all-around swimmer ...

Robert E. Eastman, head of his own radio representative company, is off skiis and on crutches with a broken leg ...

RESULTS!

Read how four recent promotions in **FOOD**

HEALTH & BEAUTY

BUILDING FASHION

delivered results to prove again—

Nothing Persuades Like The Truth

Good Housekeeping

MAGAZINE AND INSTITUTE

half a million in-store display pieces...

737,963 lines of tie-in newspaper ads...

89 participating advertisers as...

GOOD HOUSEKEEPING'S FOOD PROMOTION EXCEEDED THE AVERAGE RATE OF SALES INCREASE BY 12% FOR 925 NATIONAL FOOD STORES!

Good Housekeeping cooked up a special two-week promotion to salute the 60th Diamond Anniversary of the National Tea Company in 18 states.

Response was overwhelming! Good Housekeeping guaranteed products were backed with ads, displays and enthusiasm that generated a rate of sales increase 12% above average for the entire chain. This is typical of Good Housekeeping's sales support. Support that helps sell *your* product to the homes and stores that are vital to your success! For details, write to Food Merchandising Manager, Good Housekeeping, 57th St. & 8th Avenue, New York 19.

HARLEY V. McNAMARA
President, National Tea Co.
"Our Good Housekeeping sales event contributed tremendously... the two weeks of our promotion exceeded the average rate of sales increase by 12% . . ."

VAL S. BAUMAN
Vice President, National Advertising and Merchandising, National Tea Co.
"Never in my thirty-five years in the food business have I seen such enthusiastic support for a single promotion . . . the immediate results were increased sales . . . the lasting results will be increased acceptance for products advertised in Good Housekeeping."

NATIONAL TEA CO.—Fifth largest super-market chain in the U. S., annual sales more than $830,000,000.

Good Housekeeping

MAGAZINE AND INSTITUTE

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

more proof that Nothing Persuades Like The Truth...

from 23 toiletry merchandisers...

and 1,925 supermarkets...come results to prove

GOOD HOUSEKEEPING RACKED UP A BEAUTY OF A HEALTH & BEAUTY PROMOTION!

Good Housekeeping's second annual Health & Beauty Aids promotion was based on a "Quick as a Whistle" beauty plan for its readers! Thirty-nine advertisers participated. Results? Read these sample reactions.

They're from the men who stacked the racks, set up the displays and filled the re-orders... the twenty-three toiletry merchandisers who tied-in with Good Housekeeping and supplied 1,925 independent and chain stores!

H. M. "SKIP" HARWELL
Little Rock Wholesale Co., Little Rock, Arkansas—"A terrific plus to our Fall merchandising program ... all stores cooperating showed wonderful gains ... as high as 25%!"

J. H. CHACHERE
Lafayette Drug Co., Lafayette, Louisiana—"Without a doubt one of our most successful promotions ... attractive displays and cards greatly increased our sales!"

HENRY HINDIN
General Wholesale Dist. of Chicago—"... display material and shelf talkers seemed to move goods about 50% more than our normal average!"

MORRIS GOLDBERG
M-O Drug Sales, St. Louis, Missouri — "Sales showed considerable increase and I certainly recommend more of this type of promotion!"

CHARLES "PAT" FARRELL
C-B Drug Co., Columbia, South Carolina—"These were plus sales ... store managers were well pleased with volume and profits!"

C. IRVING DWORK
Franlee Distributors, New York City—"'Quick as a Whistle' display material was outstanding...helped materially in increasing sales!"

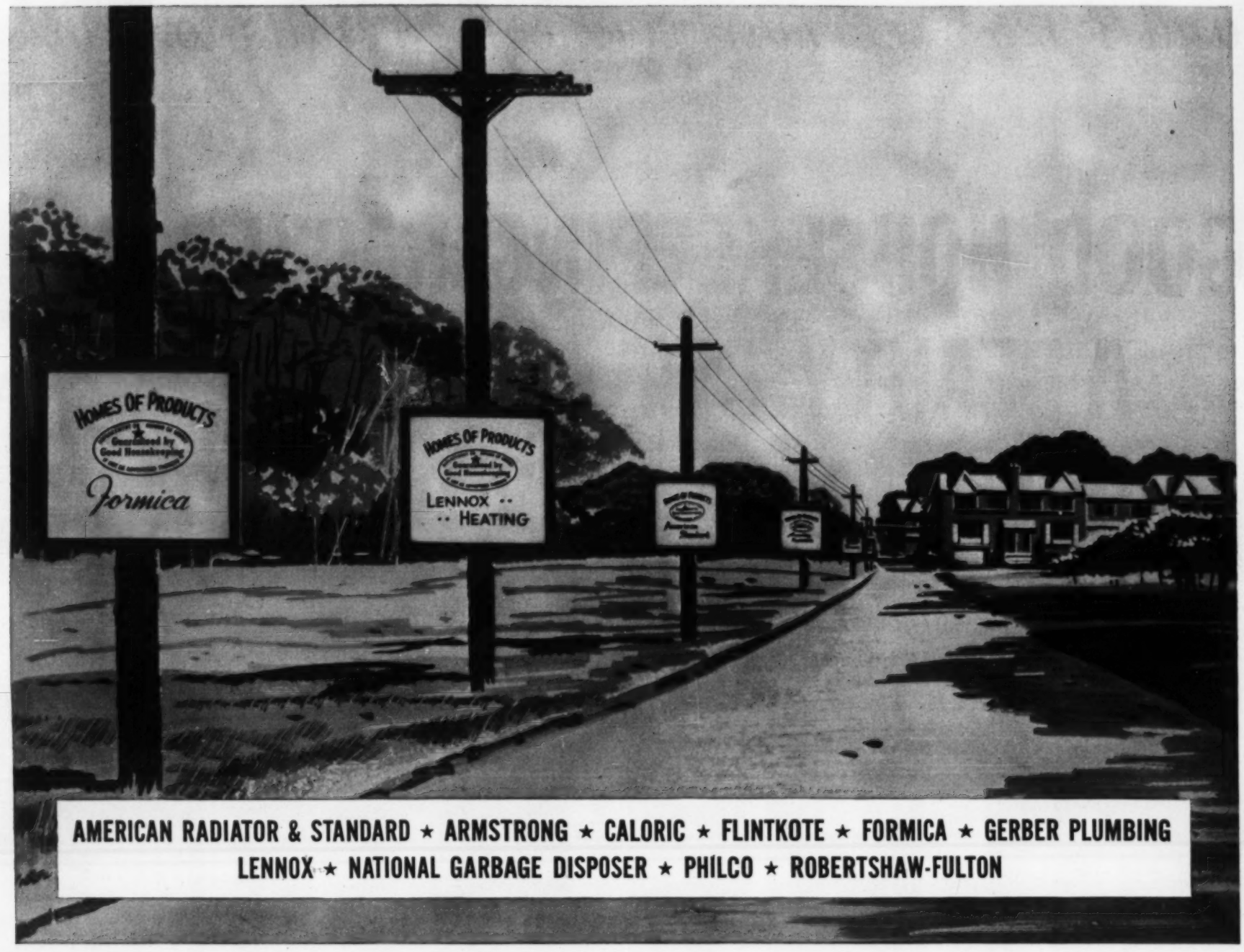
SAFEWAY
N. Little Rock, Ark.

Another success story! Another example of extra advertising mileage generated when Good Housekeeping, through toiletry merchandisers, put its advertisers UP FRONT where the seeing and selling are best!

Good Housekeeping
MAGAZINE AND INSTITUTE

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

more proof that Nothing Persuades Like The Truth...



AMERICAN RADIATOR & STANDARD ★ ARMSTRONG ★ CALORIC ★ FLINTKOTE ★ FORMICA ★ GERBER PLUMBING
LENNOX ★ NATIONAL GARBAGE DISPOSER ★ PHILCO ★ ROBERTSHAW-FULTON

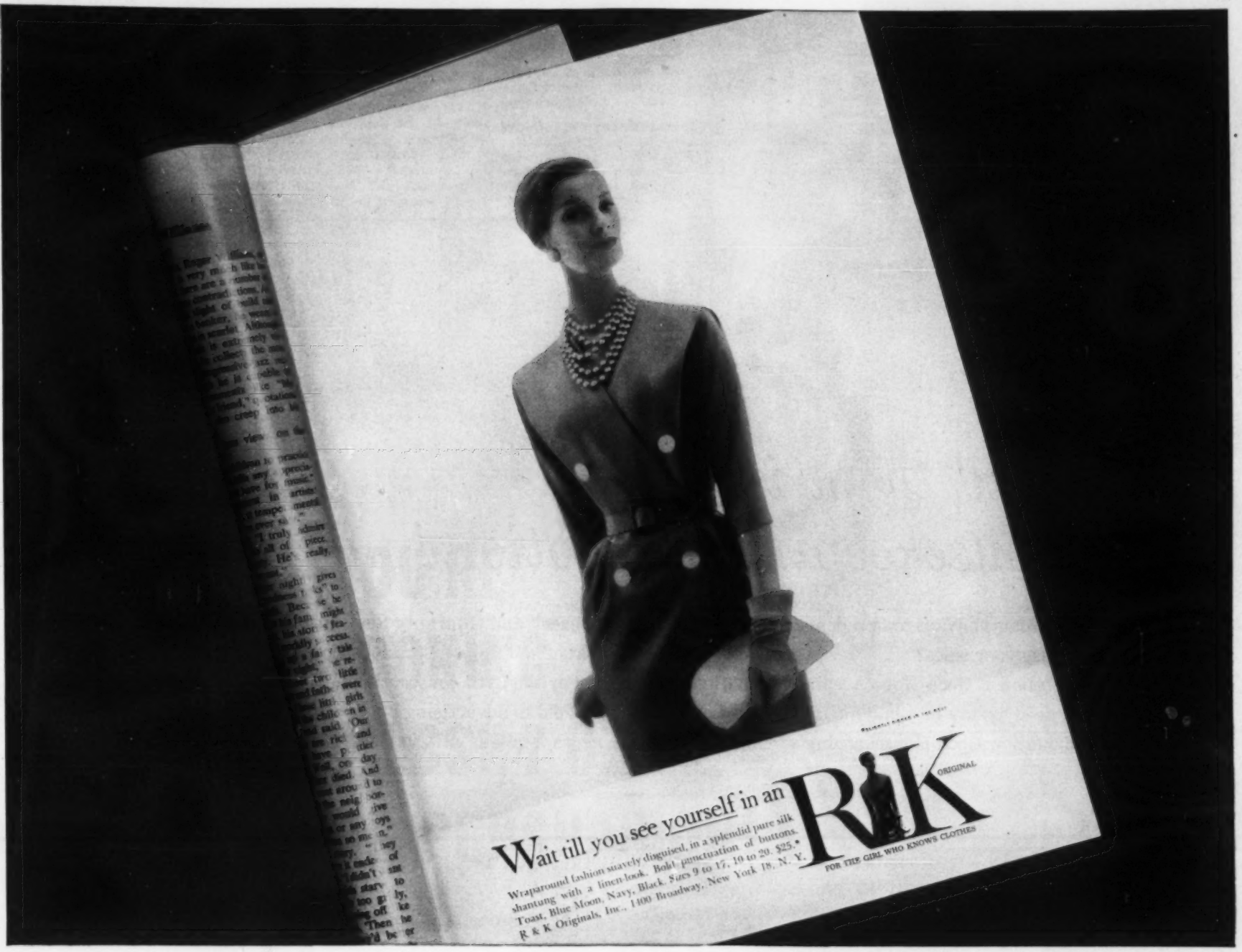
THESE SIGNS LED THE WAY TO RECORD HOME SALES

and "the best promotion ever" for this builder

"Sales far exceeded our expectations . . . nearly 10,000 people visited the model houses in one weekend—this promotion was our best ever—even our competitors congratulated us!"
ALAN LINDY—*President, Lindy Brothers, Builders*

Lindy Brothers, rising Philadelphia builders, chose the Good Housekeeping Guaranty Seal as the shortest, fastest way to establish the quality built into Inglewood Park, a 600 home development. They chose materials and equipment from ten Good Housekeeping advertisers. Then they designed and promoted "homes featuring products guaranteed by Good Housekeeping."

Did it work? Opening days drew a record crop of bumper to-bumper visitors and customers. For the builders: exceptional results. For advertisers: immediate sales to Lindy Bros. and the bonus of a continuous advertising and publicity campaign.


Wait till you see yourself in an
R|K ORIGINAL
Wraparound fashion suavely disguised, in a splendid pure silk shantung with a linen look. Bold punctuation of buttons. Toast, Blue Moon, Navy, Black. Sizes 9 to 17, 10 to 20. $25.*
R & K Originals, Inc., 1400 Broadway, New York 18, N. Y.
FOR THE GIRL WHO KNOWS CLOTHES

THIS AD LED THE WAY TO A 22% SALES INCREASE FOR R&K ORIGINALS

"Good Housekeeping helps shorten the time, reduces the cost of marketing . . . we have enjoyed sales increases up to 22%."

DAVID ROSENTHAL, *President, R&K Originals Inc.*

R&K Originals is a leading dress producer. For sales action on a *national* level they turned to Good Housekeeping, the magazine in the *big* business of fashion—mass marketing to the best dressed women in the world. Over 12,350,000 readers every month look to Good Housekeeping for all that's new and wearable. And they respond to Good Housekeeping in a way that produces *results* . . . in shorter marketing time and reduced cost!

Good Housekeeping

MAGAZINE AND INSTITUTE

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

more proof that Nothing Persuades Like The Truth...

RESULTS!

You'll find them in any Good Housekeeping promotion!

Introducing a new product? Want to broaden a market? Expand distribution? Increase your sales?

Call today. Learn how a Good Housekeeping promotion gives you the spark you need to stay in a buyer's mind, stand out on a selling floor. Find out how Good Housekeeping's "climate of confidence" and Guaranty Seal can shorten the time and reduce the cost of selling *your* product!

For the 37th consecutive year *Good Housekeeping* is FIRST in its field in advertising pages; for the 22nd year FIRST in editorial pages, and—as always—FIRST in total retail advertising tie-ins.

TOTAL ADVERTISING PAGES 1959 Source: P.I.B.	**GOOD HOUSEKEEPING**	**1,249**
	Ladies' Home Journal	1,082
	McCall's	802
TOTAL EDITORIAL PAGES 1959 Source: Lloyd H. Hall Co.	**GOOD HOUSEKEEPING**	**1,483**
	Ladies' Home Journal	977
	McCall's	1,126
TOTAL RETAIL ADVERTISING TIE-IN 1959 Source: A.C.B., Inc.	**GOOD HOUSEKEEPING**	**10,040,373 lines**
	Ladies' Home Journal	118,838 "
	McCall's	274,752 "

Because Nothing Persuades Like The Truth

Good Housekeeping

MAGAZINE AND INSTITUTE

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

A HEARST MAGAZINE

"GLASS CANS"—G. Krueger Brewing Co., Newark, will use this b&w page ad in 11 newspapers in Maine and New Hampshire the week of March 21 to plug its beer in "glass cans," actually glass bottles in a stubby size. Ellington & Co., New York, Krueger's new agency, placed the ad.

NADA to Continue War on False Auto Ads, Mitchell Says

WASHINGTON, March 16—The newly appointed chairman of the National Automobile Dealers Assn. has pledged that the NADA campaign against unethical, false, misleading and gimmick advertising will continue in full force.

William E. Mitchell Jr. cautioned the automobile buying public to beware of advertising "full of too many promises."

He said "the 1959 model clean-up was the most orderly in recent years, and the new model year has progressed so far without too many serious advertising problems, except in isolated areas, where the same old perennial offenders continue their disruptive and confidence destroying practices."

Mr. Mitchell noted that accelerated production since the steel strike has built up dealer inventories considerably and that competition to move new and used cars is increasing daily. Under such conditions, he said, a small minority of dealers have a tendency to resort to advertising which does not conform to NADA standards and does not qualify as good, acceptable dealer advertising. #

18-Page Ad Section Promotes Silversmiths Guild Contest

Sterling Silversmiths Guild of America, New York, will repeat last year's "Sterling Is for Graduates" contest for graduating high school girls this spring. Prizes have been increased to total $25,000 in cash scholarships and silver merchandise. Advertising will consist of 18 pages in the May issue of *Seventeen*, opening with a spread by the guild, followed by 16 pages by the nine sponsoring companies: Alvin Corp., Gorham Corp., International Silver Co., Samuel Kirk & Son, Lunt Silversmiths, Oneida Silversmiths, Reed & Barton, Towle Silversmiths and Wallace Silversmiths.

To enter the contest, the high school girls must fill out an entry blank stating the name of their favorite silver pattern. Entry blanks are available only at participating stores. At last year's contest, more than 10% of the nation's high school graduates submitted entries, and more than 1,200 dealers participated. Fuller & Smith & Ross, New York, handles advertising for the guild; advertising by sponsoring companies is handled by each company's own agency.

Loewy Food Report Available

The report on the housing and merchandising of food and general merchandise, prepared for the mid-year conference of the Super Market Institute, 500 N. Dearborn, Chicago, by Raymond Loewy Corp. recently, is now available to the food industry at large. Distribution has been made to SMI members. The report is in two volumes and is priced at $50. Volume 1 contains the findings of the 15-state 150-market survey and the Loewy recommendations. Volume 2 illustrates floor plans and fixtures to implement the recommendations.

Wenger-Michael Names Cody

Wenger-Michael, San Francisco, has appointed Bill Cody, formerly with KJBS, an account executive. The agency has moved to new quarters at 580 Market St.

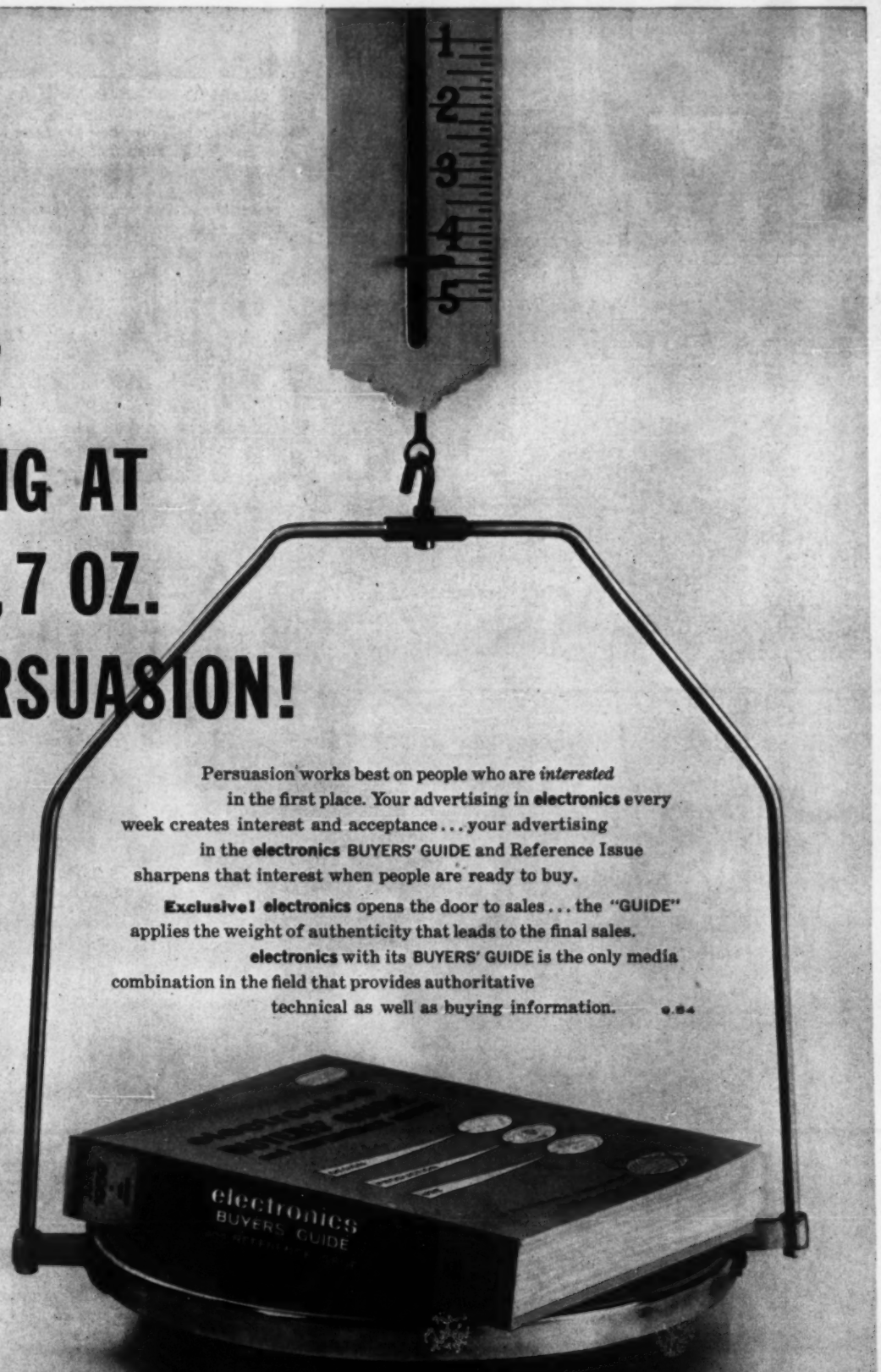
WOULD YOU PAY $6.00 FOR AN IDEA?

You actually will get hundreds of ideas with Art Direction magazine. Its 12 monthly issues are packed with illustrations of the freshest, best approaches to advertising and promotion problems in all media. Only $6.00 for more than 1400 pages published annually. 2 years, $10.50.

subscribe **ART DIRECTION**

A39 19 W. 44th St., New York 36, N. Y.

YOU'RE LOOKING AT 4 LBS., 7 OZ. OF PERSUASION!



Persuasion works best on people who are *interested* in the first place. Your advertising in **electronics** every week creates interest and acceptance... your advertising in the **electronics** BUYERS' GUIDE and Reference Issue sharpens that interest when people are ready to buy.

Exclusive! electronics opens the door to sales... the "GUIDE" applies the weight of authenticity that leads to the final sales.

electronics with its BUYERS' GUIDE is the only media combination in the field that provides authoritative technical as well as buying information. 9.84

1960 Issue Closing Dates:

Published July 20; Complete Plates May 1

electronics Buyers' Guide and Reference Issue
THE ELECTRONICS MAN'S BASIC BUYING BOOK

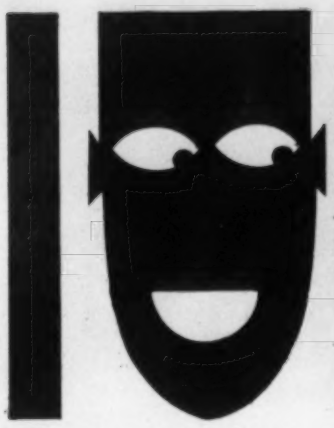
A McGRAW-HILL PUBLICATION
330 West 42nd St., New York 36, N. Y.

Brown to Hixson & Jorgensen

Stan Brown, senior vp of General Advertising, Los Angeles, has resigned to join Hixson & Jorgensen, Los Angeles, as an account executive.

Byrne Joins 'Food Topics'

Thomas C. Byrne, formerly on the sales staff of Bristol Laboratories, has joined *Food Topics* as a regional manager in New York, a new position.



Hey . . .

the behind-the-scenes story of how Ford planned and pre-costed the Falcon will be told in the May 23 Value Analysis issue of Purchasing Magazine.

It's quite a story—seems they turned the whole cost control job over to Purchasing.

Closing date? May 2. Want in? Lots do!

GLASSES TO SUIT—*Rose Marie Reid, Los Angeles maker of women's swimwear, and Comptone Co., New York, maker of Oculens sun glasses, are tying their products in this color spread to appear in the May Vogue. They will share cost of the ad, which conforms to Rose Marie Reid art techniques in current ads. Comptone is also naming its various styles of glasses after the swimsuit maker's models, such as Harvest, Sabrina, etc. Carson/Roberts, Los Angeles, handles Rose Marie Reid; Byrde, Richard & Pound, New York, handles Comptone.*

'N.Y. Post' Boosts Kagan

Irving Kagan, assistant classified ad manager of the *New York Post* since 1957, has been appointed classified ad manager, succeeding Alfred Baum, who has been transferred to executive duties in the daily's local and department store advertising divisions.

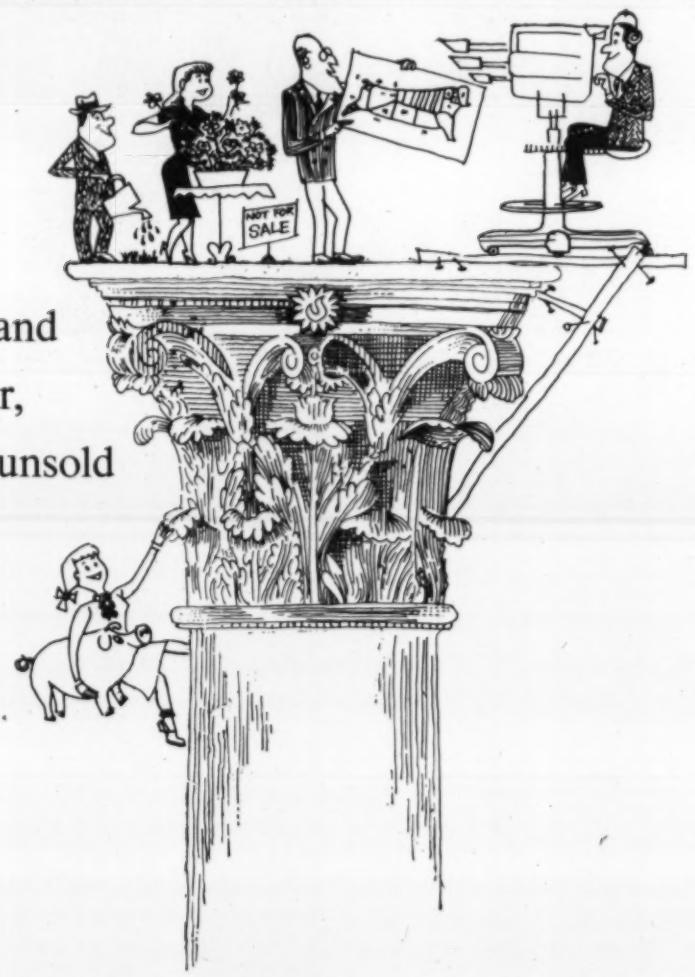
Gellatly Named to New Post

John B. Gellatly, formerly New England manager of *Design News, Electrical Design News* and *Purchasing News*, has been named eastern sales manager of *Electrical Design News* and *Electrical/Electronic Components*, formerly *Purchasing News*, a new post.

Rukeyser Joins Gellis

Merryle S. Rukeyser, former International News Service economics commentator, has joined I. V. Gellis Associates, New York, as consulting economist to its financial public relations department.

Five years and
1,250 telecasts later,
this program is still unsold



(That's the way we want it.)

SOME PROGRAMS become "public service" because they can't be sold. Others become salable because they render genuine service. WISH-TV's Farm & Home Program is in the latter category. Because commercial sponsorship might create problems for its participants, the program is "sold" only to its audience.

Since 1955, for five days a week from 1:15 to 1:30 p.m., the Marion County Agricultural Agent, or the County Home Economist, or faculty members of Purdue's agricultural extension service, or assorted combinations of agents, economists, professors and 4-H Clubbers, have gathered at WISH-TV to inform and entertain an impressive—and impressed—audience (38.4 share in an important 4-station metropolitan market).

What goes on? A turf prof. has held forth on improving the breed—of turf. Flower-arranging produced many requests for instructions—and the station never smelled so good. Cookie decorating sat well with our audience (1,500 requests) and staff (57 cookies demolished). The work of county agents, Purdue University extension services, 4-H clubs and other organizations, is widely publicized. Without stars, without artifice, the Farm & Home Program is wholesome, straightforward—and deep in the affection of its viewers.

The program *serves*. That's the Corinthian key to good community relations. We suggest that viewer confidence so built may help establish a receptive atmosphere for our clients' commercials.

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

WANE-AM
FORT WAYNE *(H-R)*

WISH-AM
INDIANAPOLIS *(H-R)*

Responsibility in Broadcasting

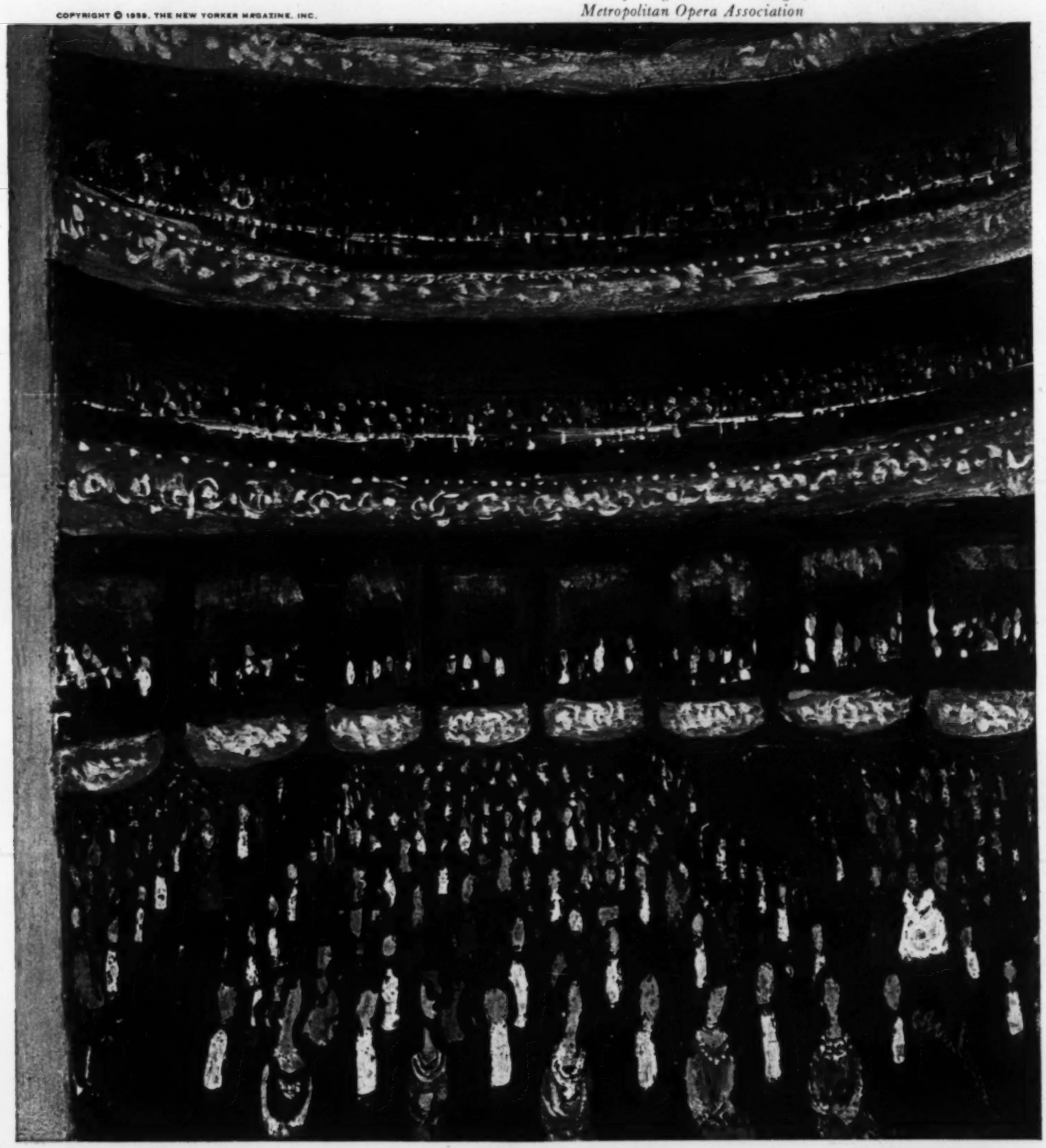
THE CORINTHIAN STATIONS

THE NEW YORKER creates

"The New Yorker Magazine is a delight, always stimulating, often nourishing. It is satisfying to find style meeting content on such a high level. And, naturally, we who work at opera are gratified that so much space each week is devoted to the arts in general and to good music in particular."

Rudolf Bing, General Manager,
Metropolitan Opera Association

COPYRIGHT © 1959, THE NEW YORKER MAGAZINE, INC.



Anybody here seen Kelly?

He was equipment buyer for an auto accessory plant in Flint. Where is he now?

If we don't already know, we soon will . . . Kelly sees to that. Having *paid* for a subscription to a McGraw-Hill magazine, he wants it. And he lets us know where he's going.

You can multiply Kelly by thousands, because executives in business and industry are constantly on the move.* New jobs, new titles, new locations—inevitably they become a matter of record in our subscription files.

Even when we aren't notified of a change of address . . . and it sometimes happens . . . Kelly's subscription must come up for renewal, as does every subscription to McGraw-Hill publications. When it does, he's traced, and either located or dropped as a subscriber. It's the best way we know to maintain an active, alert market place for our advertisers.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., NEW YORK 36, N. Y.

Selected and bought by men in industry who want the best in editorial service.

*Ask your McGraw-Hill representative for our 18-year circulation analysis, "Men On The Move."

SURVEY INSPIRED—*This is one of the 57 four-color page ads National Distillers Products Co. will use in a spring and summer magazine drive to plug Gilbey's gin and vodka. Fletcher Richards, Calkins & Holden is the agency.*

National's Drive to Promote Gilbey's Gin, Vodka as Team

NEW YORK, March 16—National Distillers Products Co. will launch a spring and summer advertising campaign for Gilbey's gin and vodka this month with a record budget.

The campaign—using magazines, newspapers, and point of sale—will be based on a survey of 1,001 gin drinks made by R. H. Bruskin Associates. Ads will plug gin separately and gin and vodka together.

Gilbey's frosty bottle will be prominent in the ads, as a result of a survey finding that consumers think it the "most appetizing" package in the field. Theme of the gin campaign will be "The world's most popular gin, Gilbey's gin, is also a favorite in America."

■ Another survey finding, that 52% of gin customers also purchased vodka, influenced the company's decision to continue to promote vodka with gin in ads. Theme of the dual campaign will be "Gilbey's—the best name in gin and vodka."

National, through Fletcher Richards, Calkins & Holden, will place 57 four-color page ads in *Ebony, Esquire, Life, Newsweek, The New Yorker, Sports Illustrated, The Saturday Evening Post,* and *Time.*

GOA Moves Leach to N. Y.: Shifts Five Others

General Outdoor Advertising Co., Chicago, has appointed C. Robert Leach, formerly with the Chicago sales staff, to sales director for New York City, and Robert E. Sebert, formerly with the Detroit national sales staff, to director general of Vendor, GOA's Mexican affiliate.

E. Lawrence Roberts, formerly Asheville branch manager, has been named Nashville branch manager, succeeding H. F. Hokemeir, who has resigned. Mr. Roberts has been replaced by Sherry L. Coker, former account executive in GOA's Richmond branch. Don N. Zimmerman, formerly branch manager in Peoria, has been named Oklahoma City branch manager, replacing Edward McCarthy, who retired. John W. Griffis, formerly plant superintendent in Nashville, has been named to replace Mr. Zimmerman.

Cartan Travel to Reincke

Cartan Travel Bureau, Chicago, has moved its advertising from Robertson, Buckley & Gotsch to Reincke, Meyer & Finn, Chicago. Cartan was at Reincke for seven years before it changed to Robertson, Buckley in 1957.

New Formula Mum Bows

Bristol-Myers Co., New York, is using a stepped-up advertising program to push its new formula Mum, now in national distribution. Packaging has also been restyled and fair trade minimums have been raised on all but the Mum guest size. Advertising for the new formula includes nine magazines and spot radio. On the schedule are *Ebony, Everywoman's Family Circle, Ladies' Home Journal, Modern Romances, Redbook, Seventeen, True Confessions, True Story* and *Woman's Day.* The Mum agency is Doherty, Clifford, Steers & Shenfield, New York.

Magruder Joins Seaman

Joseph H. Magruder has resigned as advertising manager of Oxford Paper Co., New York, to join Seaman & Co., management consultant, effective April 1. William T. Rich, sales promotion manager, will assume the responsibilities of advertising manager at Oxford in addition to his other duties.

Cosmo Wheels Names Hubert

Thomas J. Hubert Advertising, Cudahy, Wis., has been appointed agency for Cosmo Wheels Inc., Chicago, recently formed marketing organization for the new Cosmo wheel used for grinding and polishing.

First-Class Male!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly · St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886 – 70 Continuous Years

Britain has higher education for fewer people

For most of the people of Britain education ends at the age of 15. A far smaller proportion than in the U.S. go on to any form of higher education.

This does not mean that the British are short on native wit or inborn shrewdness. It does mean that the average British consumer is less quick at picking up the catch-phrase of the moment, less easily persuaded out of long-held beliefs, than his American counterpart.

Advertising and marketing operations in Britain must be planned and mounted accordingly. That is one of the several reasons why it makes sense for an American organization to use a native British advertising agency when it crosses the Atlantic.

As one of the two largest agencies outside the U.S., with quotable examples of how we can integrate the American way of thinking with the British way of life, we would like to meet you – in London or in the States. May we start by sending you a booklet about ourselves?

LPE

Advertising & Marketing

The London Press Exchange Limited
110 St. Martin's Lane, London WC2, England

IN THE APPLIANCE-TV-HOUSEWARES FIELD
EVERY MONDAY THE PROS READ
ELECTRICAL
MERCHANDISING WEEK
A McGraw-Hill Publication ABC-ABP

Ideal every-Monday frequency
Biggest paid Dealer audience
Unique, best-buy rate structure

3,000 Canadians Rip Broadcast Fare of CBC

MONTREAL, March 15—Some 3,000 "armchair critics" from all walks of life have told the Canadian Broadcasting Corp. what they think of the tv and radio shows it carries.

When the CBC's board of governors met in Winnipeg, a seven-page brief prepared by the viewers and listeners was made public. It contained praise and criticism, a lot of the latter. All the viewers and listeners tackled the job at the request of a member of Parliament who sought to fathom public reaction to the corporation's programs —tv and radio.

Requests went out to viewers and listeners ranging from plumbers to lawyers in some 500 communities across the country, and the CBC is now processing their replies to form a complete summary for future guidance in programming.

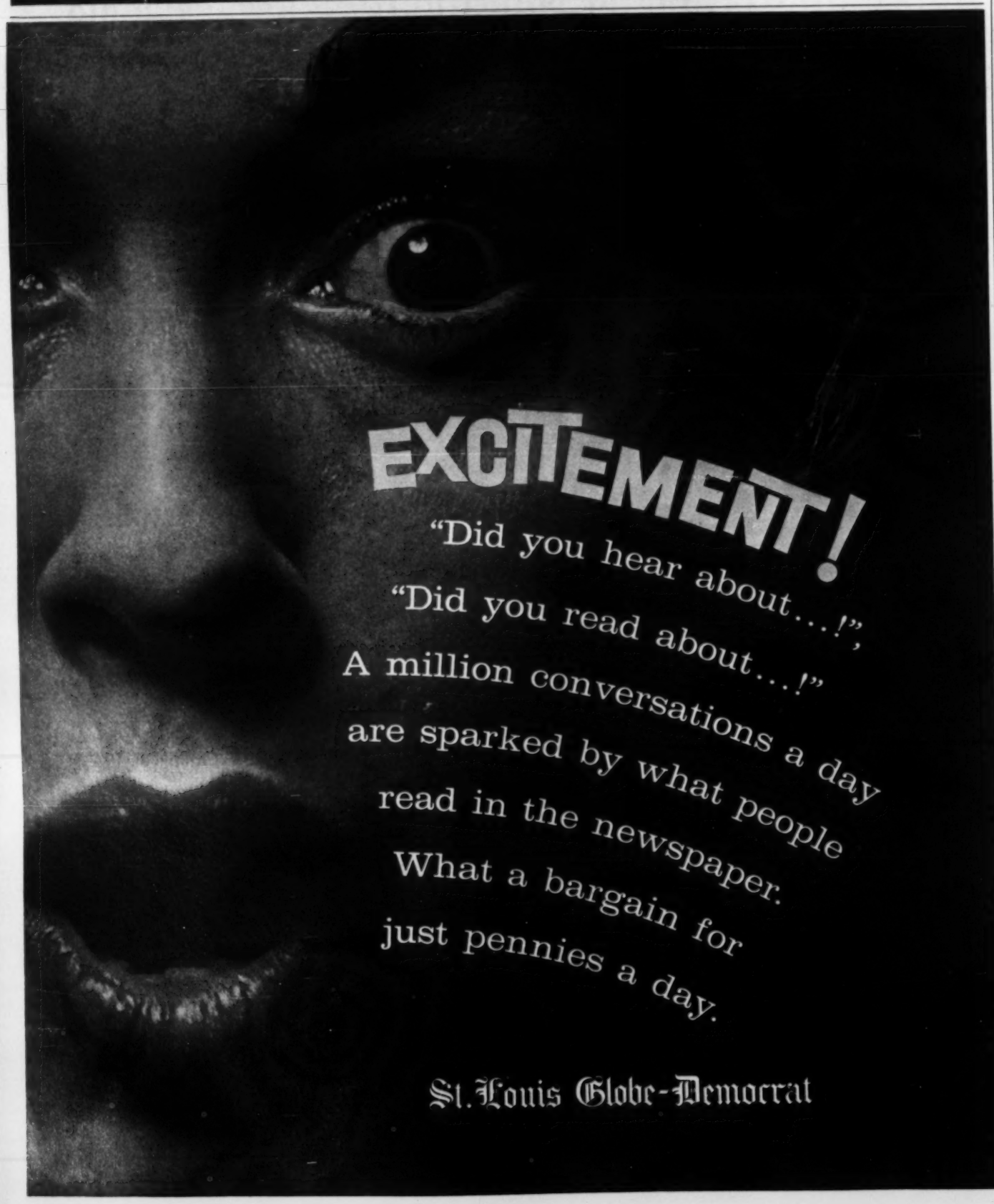
For instance, in the "variety section," the volunteer viewers complained about the Dinah Shore show, and thought the blondes on the Ed Sullivan program looked too much alike.

■ A drama series dealing with the Royal Canadian Mounted Police came under fire from the critics who claimed it "depicts that famous group of lawkeepers in the wrong light, is unauthentic, amateurish and made up of muddled plots." In other drama presentations, the viewers did not care for "The Town Above," and said "Vancouver Theatre" was too full of "unreal situations." The consensus was that Canadian tv dramas emphasized the sordid and the morbid. One commented, "Too many psychopaths and too many neurotics."

On the news side, the critics said the talks tended to stray into other categories and that the metropolitan editions were too full of fires and crime. Viewers liked children's programming, although fewer westerns and more nature programs were suggested.

■ The corps of armchair critics didn't overlook other fields in the survey. Religious and farm broadcasts were considered good, but "poor" was the word when they entered the world of sports. A large number asked to have different commentators for the Saturday night National Hockey League broadcasts.

The variety programs came in for considerable criticism; most of the commercials were favorably received. The "soft-sell" approach was recommended along with a course in English for most of the announcers. #



Instant Yuban Launched

Instant Yuban coffee has been introduced in the Northeast by General Foods Corp., White Plains, N. Y., following 15 months of market testing for the premium grade coffee. Page ads in newspapers and supplements and multiple spot tv announcements are planned with the theme that Instant Yuban is the "world's richest coffee." Benton & Bowles, New York, is the agency. The product was test marketed in California, central Ohio and northern New York, and introduction in additional areas is planned for the near future.

Tiger Ad Brings 106 Roars

Gray & Rogers, Philadelphia, inserted a display ad titled "Tiger Wanted," in the *New York Times*, *Philadelphia Inquirer* and the *Baltimore Sun*—a one-shot insertion in each case—in searching for a man for a challenging marketing and merchandising job. The agency reports that the response was all but frightening when 106 "roars from tigers" sounded from New York, Chicago, Maine, Florida and points between.

CAAA to Begin Classes for Account Executives

A four-year evening course for account executives will begin in October, sponsored by the Canadian Assn. of Advertising Agencies. Classes will be conducted in cooperation with institutions of higher learning in Toronto and Montreal. Lectures and case studies will be give by both academicians and advertising agency personnel.

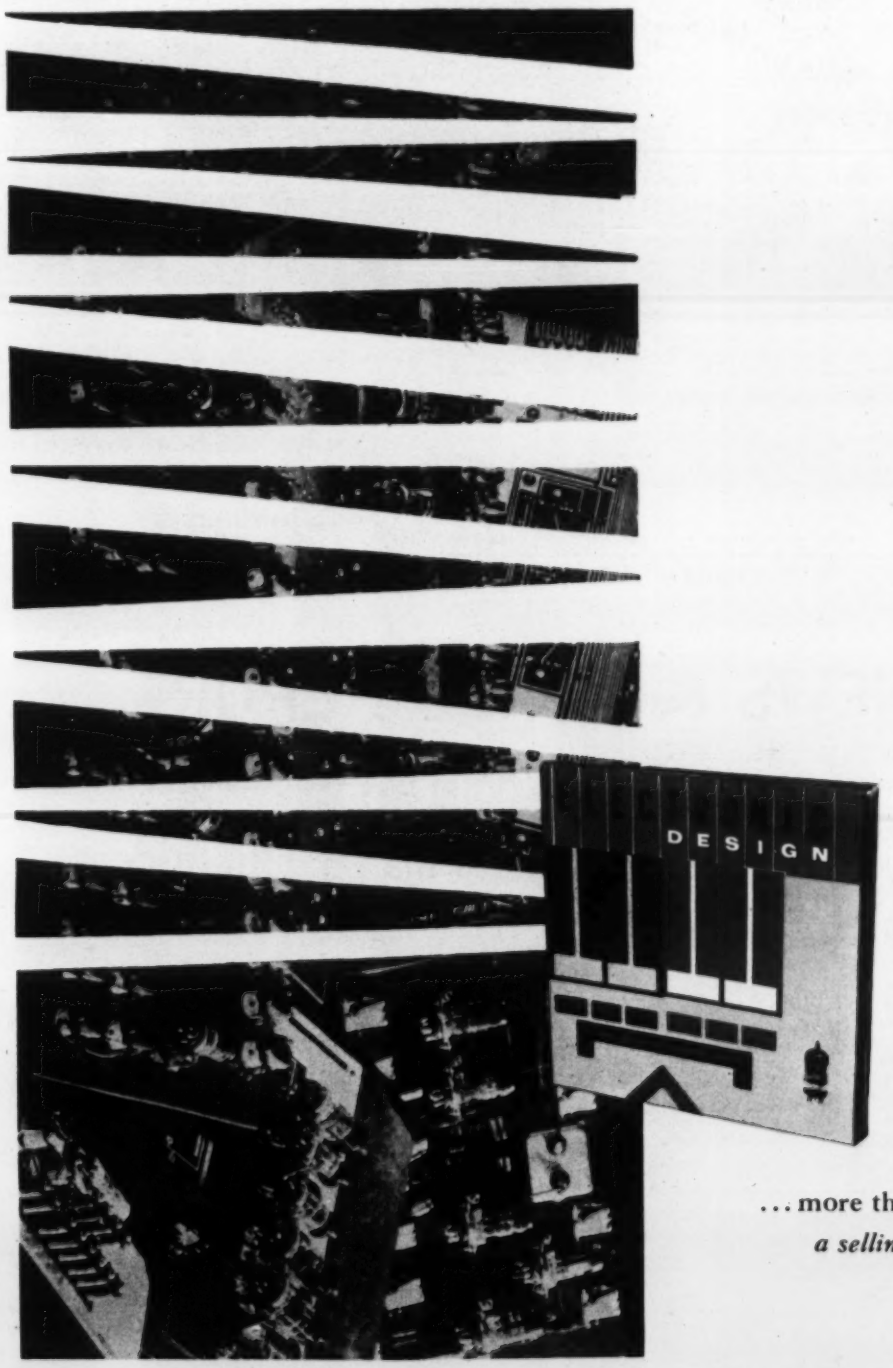
Burke Window to Warner Co.

Harold Warner Co., Buffalo, has been named to handle advertising for Burke Window Mfg. Co., Buffalo. The agency will prepare dealer literature, newspaper and general magazine advertising.

How to Increase Your Share of the Electronic Original Equipment Market

(One of a Series)

Get the order your competitor is after. How? Make more calls, reach more prospects, emphasize your product differences, build your brand recognition. By making your advertising work harder. Where? In the magazine that reaches the same market you're trying to sell. In the magazine that is read by the same people you're trying to reach. The magazine? ELECTRONIC DESIGN.



... more than a magazine
a selling FORCE

How the important trends in the 50's Can help your advertising in the 60's

Any major shift in what interests the people most important to you can affect your advertising—help make it more effective.

Here are two such shifts:

1 Never before have so many intelligent and responsible people of America been so interested in reading the essential news developments here and abroad. Never before have they used this news so directly in guiding their plans and arriving at decisions.

2 Never before have so many important people turned to "U.S.News & World Report" for this news. It is now at an all-time high in circulation—more than 1,150,000 weekly.

"U.S.News & World Report" is the only magazine that concentrates exclusively on the useful news these people need and read. To more and more such people it is . . .

The most important magazine of all

Here is the record—not for a single quarter of a single year—but for the full ten years since 1950.

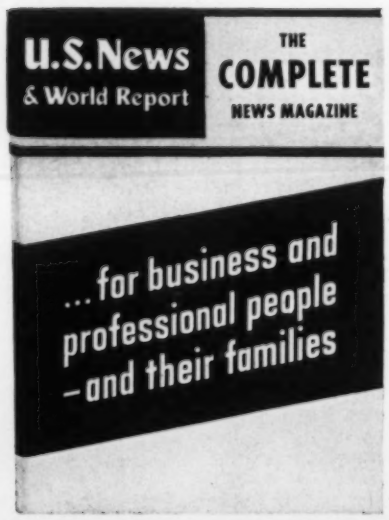
Clearly, "U.S.News & World Report" is the growth magazine of today—the news magazine best filling today's needs of readers and advertisers alike.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

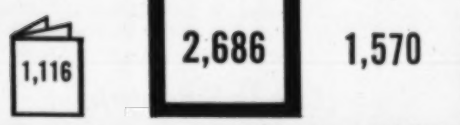
Net paid circulation now more than **1,150,000**

Advertising offices at 45 Rockefeller Plaza, New York 20, N.Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.



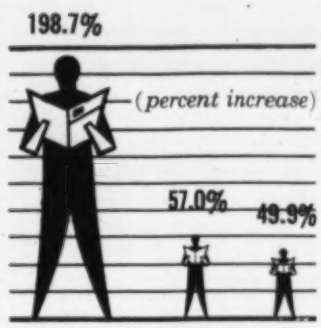
ADVERTISING PAGES GAINED SINCE 1950. *More than three times that of the second place news magazine.*

No. of Advertising Pages



percent of increase 140.7%

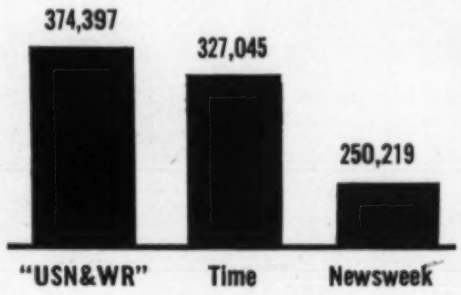
CIRCULATION TRIPLED IN TEN YEARS



Source: Comparison of publishers' statements to the Audit Bureau of Circulations, six month periods ending June 30 and December 31 of each year.

BEST RECORD OF CIRCULATION GAINS FROM VOLUNTARY SOURCES 1950-1959

Net Increase in Circulation From the Two "Class A" Sources*



Percent of Subscriptions Ordered by Mail

FULL YEAR 1959

Source: *Circulation acquirement designation of "Class A" is based on "Study of Evaluation of Circulation Methods," conducted among the 100 leading national advertisers, October 1957. It represents the net gain in circulation intake from average newsstand sales and subscriptions ordered by mail. The figures are based on a comparison of the publishers' statements to the Audit Bureau of Circulations for full year average of 1950 and 1959.

TOGETHER, THE SIX FACTS ON THIS PAGE SHOW "U.S.NEWS & WORLD REPORT" WITH THE—

Best record of circulation gains 1950-1959

Best record of circulation gains from voluntary sources 1950-1959

Best record of advertising page gains 1950-1959

Best record of advertising revenue gains 1950-1959

Best record in advertising costs per thousand 1950-1959

RESULT Today's best magazine for covering managerial markets

Today's best magazine for covering high-income markets

COVERAGE VALUES FOR EACH $10,000 IN ADVERTISING

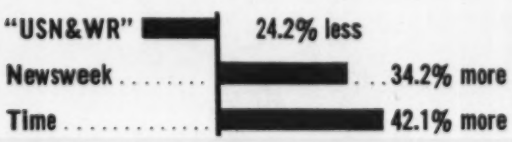
More Coverage of Important Markets per Dollar All Along the Line.

	For Each $10,000 in "USN&WR"	For Each $10,000 in Newsweek	For Each $10,000 in Time
Top Management	781,000	621,000	413,000
Middle Management	729,000	734,000	426,000
Total Management	1,510,000	1,355,000	839,000
Total Bus. and Ind.	1,608,000	1,549,000	1,115,000
Families with			
$20,000 or More Incomes	371,000	238,000	204,000
$10,000 or More Incomes	1,023,000	774,000	722,000

Source: Based on black and white page rates in effect in the first half of 1960 and on latest audience information from each publisher.

ONLY NEWS MAGAZINE TO HAVE LOWER PER THOUSAND COSTS TODAY THAN 10 YEARS AGO

(Change in Costs Per M Since 1950 B&W Page)

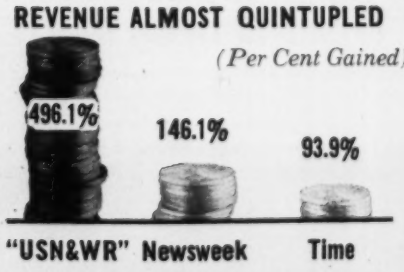


Advertising costs per thousand for "U.S.News & World Report" are the lowest in the field.

Source: Comparison of Publishers' rate cards.

REVENUE ALMOST QUINTUPLED

(Per Cent Gained)



Source: Publishers Information Bureau.

Ad Bureau Names MacMannis

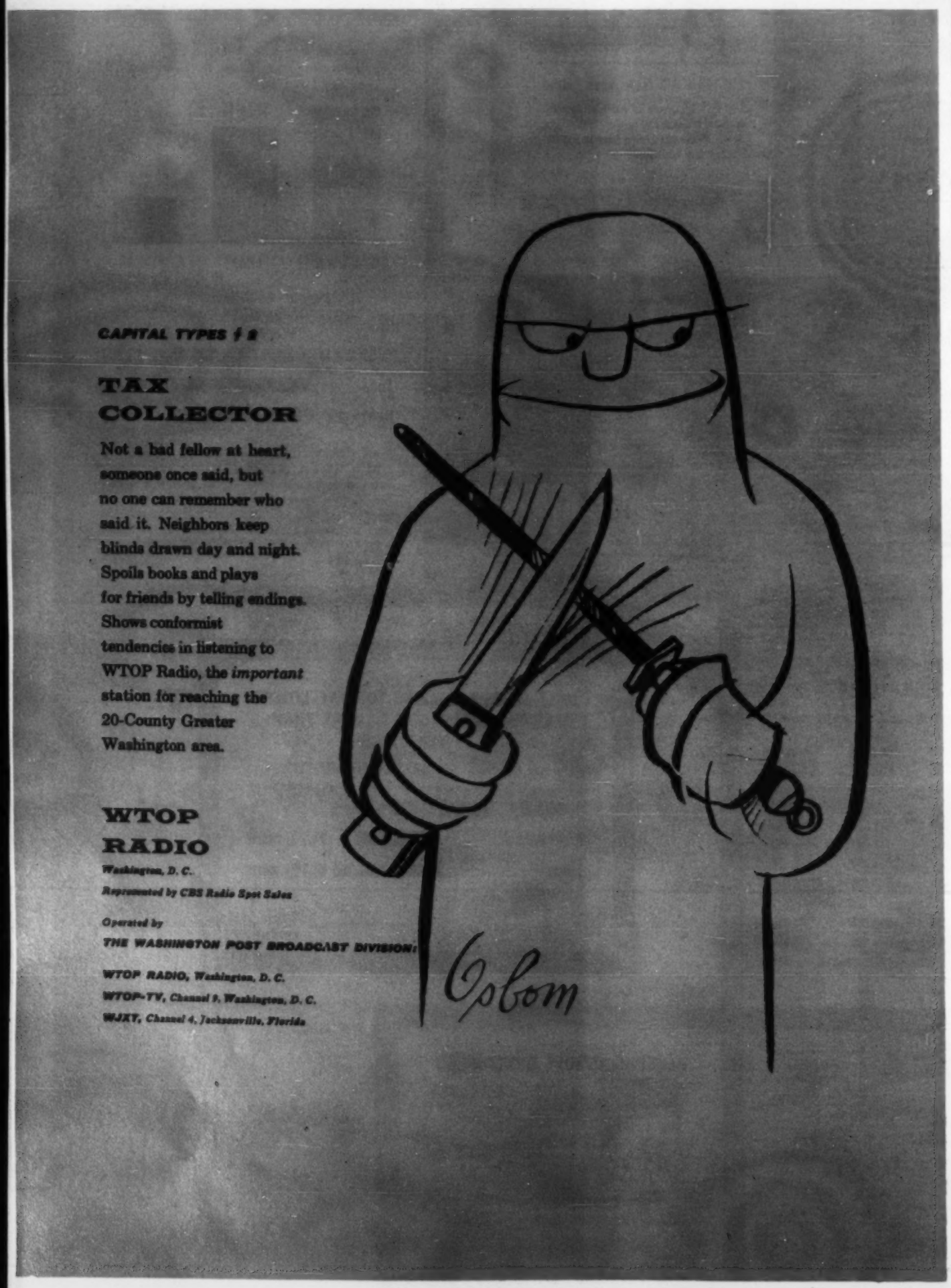
Kenneth L. MacMannis, assistant advertising director of the *Telegram & Gazette*, Worcester, Mass., has been named director of the New England Newspapers Advertising Bureau. Named to an advisory committee were E. Bartlett Barnes, *Press*, Bristol, Conn.; Paul S. Roberts Jr., *Boston Herald-Traveler*; Frank Rook, *Providence Journal-Bulletin*; Henry Healy, *Transcript-Telegram*, Holyoke, Mass.; Harold Allen, *Reformer*, Brattleboro, Vt., and Kenneth Newberry, *Patriot Ledger*, Quincy, Mass.

Gundlach Names Hall

G. P. Gundlach & Co., Cincinnati, has appointed Don S. Hall director of the Gundlach Advertising Agency division. He will supervise service to dairy men in all media. The company has been consultant to the dairy industry for 40 years. During his 24 years in advertising, merchandising and sales promotion, Mr. Hall has been with Young & Rubicam, Gorham Co., Sherwin-Williams Co. and Gruen Watch Co.

Tintex, Norex Name Hamilton

Don Hamilton, vp of Norex Laboratories, has been named president of Park & Tilford Tintex toiletry division and Norex, both of which are affiliates of Schenley Industries Inc. The full Tintex line will be marketed in the drug trade through the Norex drug sales agencies now handling Amitone antacid sales. Food brokers selling Tintex in that field will be retained.


CAPITAL TYPES # 2
TAX COLLECTOR
Not a bad fellow at heart, someone once said, but no one can remember who said it. Neighbors keep blinds drawn day and night. Spoils books and plays for friends by telling endings. Shows conformist tendencies in listening to WTOP Radio, the important station for reaching the 20-County Greater Washington area.
WTOP RADIO
Washington, D. C.
Represented by CBS Radio Spot Sales
Operated by
THE WASHINGTON POST BROADCAST DIVISION:
WTOP RADIO, Washington, D. C.
WTOP-TV, Channel 9, Washington, D. C.
WJXT, Channel 4, Jacksonville, Florida
Osborn

HAPPY ENDING—*This color page for Helene Curtis Spray Net gives no evidence of the wild cheetah that raged about the photographer's studio. The ad will break in the March 27 This Week Magazine and also is scheduled for other supplements, plus Vogue in May and Harper's Bazaar in June.*

Life Is Sweetah, Ad Art Much Neatah, Sans Jumpy Cheetah

NEW YORK, March 16—The opening ad in a new Helene Curtis Spray Net campaign looks serene and well posed. But the photography session at which the art was made looked more like a wild animal act.

The new campaign features two types of hair sprays: super soft and regular. The properties of the two sprays are personified in the ads by two "sister" models—one a conservative type; the other a flamboyant one—whose divergent lives require different types of hair sprays.

The ad theme is "Vive la difference," and to illustrate these differences in the first ad, it was decided to have the "flamboyant" model pose with a cheetah while the "conservative" model posed with a Persian cat. *Harper's Bazaar*, *Vogue* and Sunday supplements were selected as the campaign media by the agency, McCann-Erickson, Chicago.

■ At the studio of photographer Vic Skrebneski, all was ready. The two models—Dovima and Carmen—were tightly pinned into their gold dresses and posed against a gold wall. The Persian cat was tied to a chair.

Enter the cheetah on a leash—docile and tame. It took one look at the Persian cat and reverted to nature. With a savage howl it leaped wildly into the air, dragging its trainer along. Just as wildly, all the spectators scrambled out of the room, except the two models, who were trapped against the wall with the screaming cheetah in front of them.

All was jungle pandemonium for about ten minutes, before the trainer managed to maneuver the cheetah into another room. Then followed about 15 minutes of cracking whips and snarls before the enraged cheetah was recaged.

■ And that's why the ad ended up picturing two models, a Persian cat—and a tiger rug. #

Socony Mobil, Texaco Set Spring Spot TV Drives

Socony Mobil Oil Co., New York (Compton Advertising), will start its spring push March 25 with a schedule of 20-second and minute tv announcements in approximately 100 markets. Socony also will use newspapers, magazines and spot radio.

Texaco (Cunningham & Walsh) will run a four-week spot tv wave, beginning in April, using 20-second and minute announcements in major markets.

HOW TO PRE-SELL CUSTOMERS

by the millions!

More than ever before in the highly competitive field of mass marketing of consumer products, it is vital to create the point of decision prior to the point of sale. For maximum sales, pre-sell the more than 5½ million heavy spending FIRST 3 MARKETS GROUP reader families with a convincing sales campaign in their most popular weekly reading habit.

By concentrating a sizable part of your advertising effort on the FIRST 3 markets of New York, Chicago and Philadelphia — which account for about 1/7 of Drug sales, 1/6 of Food sales, 1/5 of Furniture, Furnishings and Appliance sales, and 1/4 of total U.S. Apparel sales — you can favorably influence buying decisions of customers by the millions.

In these compact, most profitable markets where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out, *there is no substitute* for FIRST 3 MARKETS' dominant 55% COVERAGE of all families.

To make your advertising sell *more* where *more* is sold... it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

American-Standard Names 3

The plumbing and heating division of American Radiator & Standard Sanitary Corp., New York, has named Robert S. Wylie, formerly manager of plumbing product lines, marketing manager for plumbing; Louis G. Shenk Jr., formerly manager of heating and cooling product lines, marketing manager—hydronics, and Charles J. Callanan Jr., formerly manager of water heater products, marketing manager—water heaters.

GUILDING—*Compton Advertising, San Francisco, has coined a phrase for a social activity to be promoted by Guild Wine Co., San Francisco, in radio, newspapers and outdoor. The word, as shown on this poster, is "guilding," which means crossing glasses of Guild wine.*

3 Buy 'Home Run Derby'.

Ziv-United Artists Television, New York, has sold its "Home Run Derby" to Consolidated Cigar Co. (Erwin Wasey, Ruthrauff & Ryan) for showing in Chicago and Rockford, Ill.; Milwaukee and Green Bay, Wis.; Minneapolis; Cincinnati; and Scranton, Pa.; C. Schmidt & Sons (Ted Bates & Co.) for showing in Philadelphia, Lancaster and Johnstown, Pa., and Washington, D. C.; and John LaBatta Brewing (Ellis Advertising) for showing in Buffalo and Rochester, N. Y.; Erie, Pa., and Watertown, N. H. Consolidated Cigar is planning on adding 25 more markets. "Derby," which will begin its run in mid-April, will feature leading home run sluggers from both major leagues competing for money prizes.

Church & Dwight Tests Big Sal Soda Package in Ohio

The large 55 oz. package of Sal Soda Concentrated will be introduced to three Ohio markets in April—Cleveland, Akron and Canton—by Church & Dwight Co. The new markets follow debuts of the large package in Chicago, Milwaukee, Pittsburgh and Youngstown, O., this month. The product is nationally marketed in a one-pound package. Newspaper, radio and tv advertising will be used in the introductory campaigns over a five-week period. Brooke, Smith, French & Dorrance is the agency.

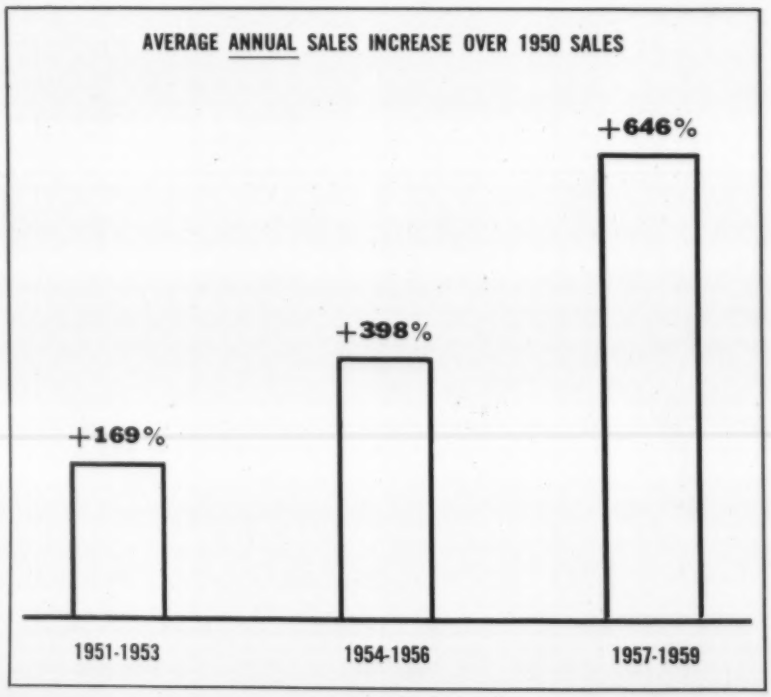
ARE YOU INTERESTED IN A

MARKETING RESEARCH POSITION

WITH

ALFRED POLITZ RESEARCH?

WE ARE GROWING — AND SO CAN YOU



In the 1950 decade Alfred Politz Research grew at a wonderful rate. In the coming 1960's we expect to continue this strong and successful growth.

We need top-notch marketing and market researchers who can help us continue to grow and who can grow with us.

Several positions are open for individuals who would like to put their intelligence and enthusiasm to work solving design and interpretation problems and set up market research experiments for our clients, who include many of our country's outstanding corporations.

SENIOR PROJECT DIRECTORS

To function as our principal contact with clients. Complete responsibility and authority for design, execution, analysis and marketing recommendations.

JUNIOR PROJECT DIRECTORS

Assist Senior Project Directors on all research activities. Main duties consist of coordinating and supervising survey execution and analysis.

TRAINEES

To learn the fundamentals of processing questionnaires --editing, coding and tabulating with the opportunity. For assuming greater responsibilities in our research organization.

Telephone or write for appointments — Attention of Mr. Edward Eichler — PLaza 9-5210

ALFRED POLITZ RESEARCH, INC.

527 MADISON AVE., N. Y. 22, N. Y.

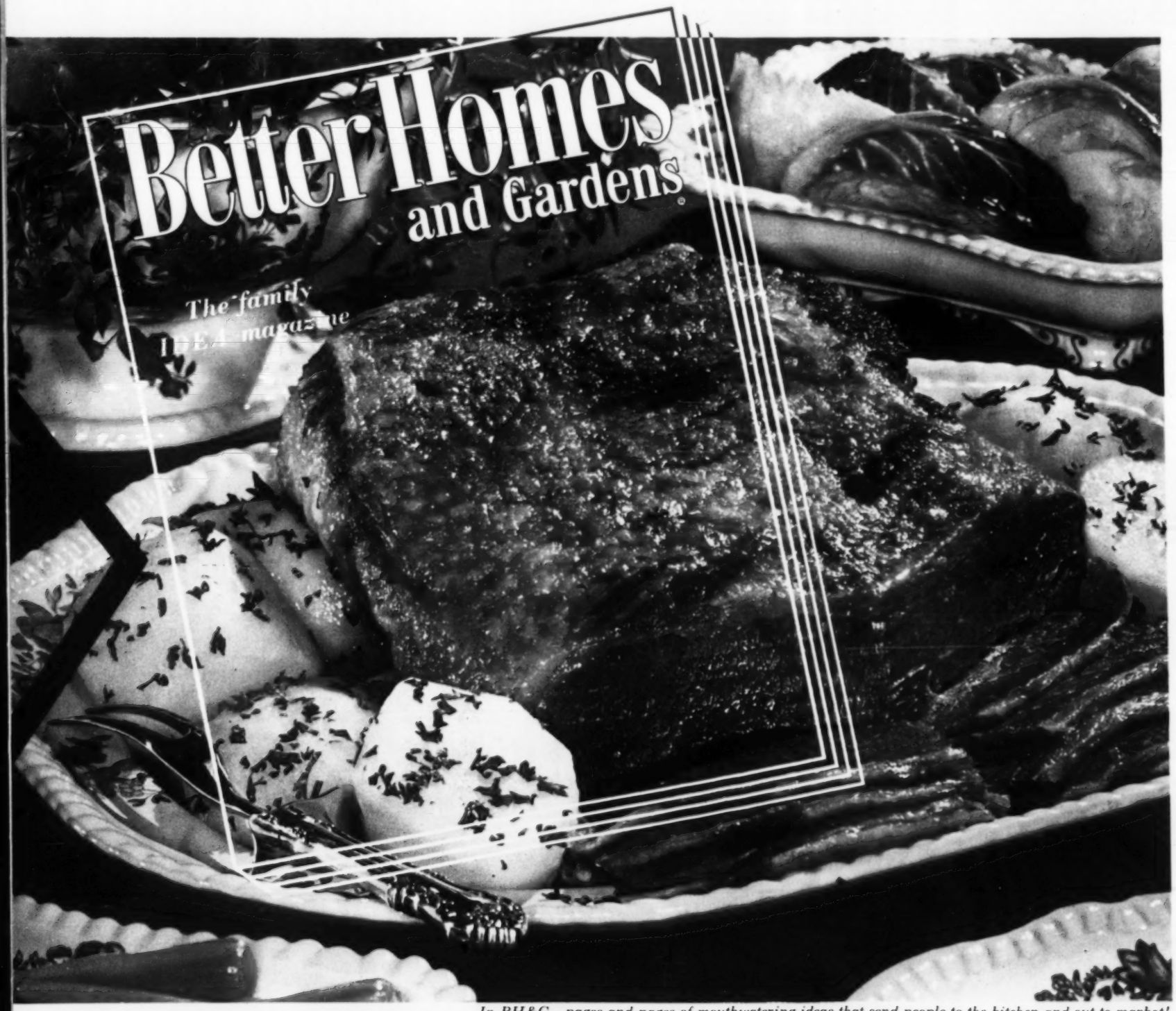
New York means putting on the dog as nowhere else. The best-of-breed dogs – at the Westminster show. The most of hot dogs – consider the appetite of 5 million growing families, needing, wanting, buying, devouring. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

People looking for ideas
the

Better Homes and Gardens..

NOW 5,000,000 COPIES MONTHLY

look to family IDEA magazine



In BH&G—pages and pages of mouthwatering ideas that send people to the kitchen and out to market!

How can a magazine that concentrates on a single subject keep its readers enthralled month after month? Better Homes and Gardens does, because the subject is closest to home for almost sixteen million men and women: "*Do you want to live better? Here's how!*"

In BH&G, "Here's How" becomes as absorbing as fiction, as immediate as today's newscast. It may be a page of ideas for easy main dishes or show-off desserts. It might be a feature on tips for bedroom decorating or even an article on manners at the supermarket. During the year a third of America—the top-spending, family-centered third—turns to BH&G for ideas they can turn into action. Which means plenty of action for *advertisers* who present their ideas in BH&G's pages! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

. . . where America shops for ideas that make sales

NO BULL...

You can always rely on the promise you get when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Editor, Not Space Salesman, Should Be Publisher: Marsteller

NEW YORK, March 15—The "growing trend of making space salesmen into publishers" is a "bum trend," William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, Chicago, told business paper editors here last week.

"As an advertiser," Mr. Marsteller told a session of an Associated Business Publications conference, "I want to buy readership, and I know that only editorial creates readership. When you look back over the history of business publications, you will see that by far the majority of the best ones came to their zenith under an editor-publisher.

"In recent years, there have been some significant commercial successes of business publications brought into being by space salesmen. But where they have been most successful, it has usually been in industries where the old established company had lost some of its editorial vigor and the reins had been turned over to the salesman-publisher.

"Do a little homework on this," he told the editors, "and it will be revealing to you."

■ Mr. Marsteller added that, after four years of editorial evaluation research, he got upset when told that the advertiser and its agency must not presume to judge editorial quality or leadership.

"It seems to me that the same reader who reads your editorial must be the man or woman who reads our advertising," he said. "At least that's what your space salesmen say. If you understand him and we don't, we must be producing a lot of wasted, unread advertising. If we don't understand him, you'd better tell us how to do so, instead of hiding your knowledge behind a patronizing dismissal of our willingness to learn. Advertising, like editorial," he said, "is valueless unless it is read and understood." #

McCulloch Names Wiley, Anderson, Mott, Nelson

McCulloch Corp., Marine Products division, Minneapolis, has appointed Val Wiley, former sales promotion manager, advertising and sales promotion manager, succeeding Robert J. Ruff, who resigned to join Minneapolis-Honeywell Regulator Co.

At the same time, Allen B. Anderson, formerly public relations manager, was named creative director and public relations manager. Paul Mott, an advertising department assistant, was named assistant sales promotion manager, and Douglas Nelson, assistant in sales promotion, was named display supervisor.

RKO Buys Lawrence Interest

RKO General, New York, a division of General Tire & Rubber Co., has purchased controlling interest in Robert Lawrence Productions, tv film commercial producer. RKO plans to finance future studio expansions and purchases of tape and film equipment for the Lawrence company. No personnel changes in either company result from the affiliation.

VIDEO TAPE IN ACTION: VICTOR BORGE IN "ACCENT ON MUSIC," MARCH 18, NBC-TV

BORGE IS SPECTACULAR

on "SCOTCH" BRAND Video Tape

☐ The accent was on music on the Pontiac Star Parade Special, March 18. And in it, Victor Borge was picture-perfect thanks to the miracle of video tape. Thousands of great moments in television, ranging from rebroadcast of the knockout round of a championship fight, to a "live" looking commercial that wasn't "live" at all, to a smooth network production that appeared so perfectly "live," were telecast on "SCOTCH" BRAND Video Tape. ☐ Video tape has revolutionized the television industry, cut production costs sharply and made schedules more flexible. It has provided more ideal rehearsal conditions, eliminated fluffs and minimized shooting time. It has brought about production possibilities limited only by the imagination of the user. ☐ "SCOTCH" BRAND Video Tape, like audible range and instrumentation tapes, was pioneered by 3M research—the research that keeps 3M magnetic products first in proven quality for professional use.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW

"Scotch" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

QUANTITY

Photos Sell

CASKETS

They couldn't mail a sample casket, so they sent a glossy photo. If *you* can't mail your product, mail a photo.

8 x 10 GLOSSY PHOTOS 9½¢ EACH (in lots of 100)

QUANTITY Photos will sell for you, because they are QUALITY Photos.

8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog

QUANTITY PHOTO CO.

119 W. Hubbard St. • Chicago 10, Ill.

Tel. — SUperior 7-8288

WARM
FRIENDLY
DEPENDABLE

this is *Mary Martensen*

CHICAGO'S AMERICAN Food Editor . . . one of Chicago's best known home economists. Attractive . . . qualified . . . she goes about her work with confidence, yet her approach is that of every woman with a home . . . because she is a homemaker, too. To quote her: "I have a home just like the women who read our paper. It 'runs' the same way even though I am a business woman."

Mary Martensen is more than a name. Readers know her personally. Her friendly smile has welcomed many a homemaker at cooking schools in the AMERICAN'S kitchen and those on television. Her sensible, homey advice has made many a friend of a reader.

Qualified women from the fields of teaching, dietetics, appliance manufacturing, utilities, food manufacturing and writing are members of her team. They work in bright, friendly offices and home-style kitchens. The results of their constant testing is judged at home-like luncheon meetings, and the recipes that "pass" go into a fabulous recipe collection from which the department works. No "typewriter cooking" here!

When you read her food pages, their casual, easy style makes them not just Mary Martensen's but every woman's page in all Chicago! They're friendly, neighborly, timely...with cooking for slim budgets . . . cooking for parties . . . cooking that is fun. They reflect the season, the food bargains, the interests women show in the thousands of letters and telephone calls this "newspaper cook" receives every year.

From Mary comes a lot of good eating and nutrition. A woman who loves homemaking and helps other women to love it, too . . . this is Mary Martensen of CHICAGO'S AMERICAN.

CHICAGO'S AMERICAN

Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

Nationally represented by
Hearst Advertising Service Inc.

This Week in Washington . . .

Should Ad Council's White House Sessions Do Bigger Job for Ad Field?

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 17—More than 250 of America's business leaders gathered here this week under the banner of the Advertising Council for a two-day White House conference that has become a stand-out among meetings of its kind.

The Advertising Council uses the meeting to rekindle the flame of dedication in those who contribute to its program of public service. The government, which benefits from the council's efforts, shows its appreciation by rolling out the red carpet.

But if anyone came to discuss advertising, including public service advertising, he would have had to do it on his own time. The council's message to its guests is purely institutional, and its "commercials" use only the softest of the soft sells.

From 16 years of experience, these Advertising Council White House conferences have achieved an elegance all their own. While there is a sprinkling of agency and media people on hand, the "formula" calls for industrial "blue-bloods" who aren't likely to respond to an ordinary invitation.

■ Nearly two-thirds of those who participated in this week's conference were from the top ranks of the nation's most important companies. While they have the final say on most of the biggest advertising budgets, they ordinarily have little more than supervisory responsibility for advertising. When they arrived in Washington, they had other ideas in mind.

These people are important to the Advertising Council because they have the decisive word in companies which provide the substance for the council's operations. Their contributions to the council enable it to provide what is undoubtedly one of the most unselfish continuing public service efforts sponsored by any single element of our society.

In organizing these meetings, the council discovered long ago that this level of executive leadership can't be attracted to a meeting dedicated to the discussion of public service. So it offers something which is not readily available, even to captains of industry: An opportunity to meet on an intimate basis with leaders of government, from the President down. Briefings this year were on such subjects as Cuba, Berlin and the state of the nation's defenses.

■ Over the years, the briefings have been sufficiently productive so that the men who attend are convinced they are getting an "inside" glimpse. Moreover, the conference is set up so that the blue chip executive can feel he is associating largely with his peers.

One device the council has developed to maintain the "quality" of its conference is the White House invitation. While none of the meetings is actually held on the White House premises, the letter of invitation is on White House stationery, signed by Wilton B. Persons, assistant to the President. It is addressed personally to the man the council wants to have. It specifies that no alternate can be substituted.

While the conference has effectively served the purpose of the Advertising Council—and the government agencies which benefit from council programs—there has long been a feeling the conference, with all its elegance, is too completely aloof from the pressing Washington problems of the advertising business.

■ "Here is an occasion when advertising's best foot is forward," critics say. "Isn't it possible that congressmen and others who enjoy flipping barbs at Madison Ave. might be broadened a bit if they had an opportunity to meet these people—the men whose companies sponsor the tv shows and purchase the space in print media?"

Some individuals or organizations represented at the Advertising Council's meeting here this week must have been thinking along these lines. At the dinner meeting Tuesday, for example, the Magazine Publishers Assn. had several members of Congress as its invited guests.

An outsider participating in the affair could only go away impressed. Lee Bristol, newly elected chairman of the council (*See story on Page 127*), used only a few sentences to sketch the scope of the council's work and to hint of important new campaigns to come. His brief "commercial" was documented graphically by screening half a dozen of the council's new and admirable tv spots. The remainder of the program involved a stimulating discussion of Cuba by a panel of highly qualified reporters.

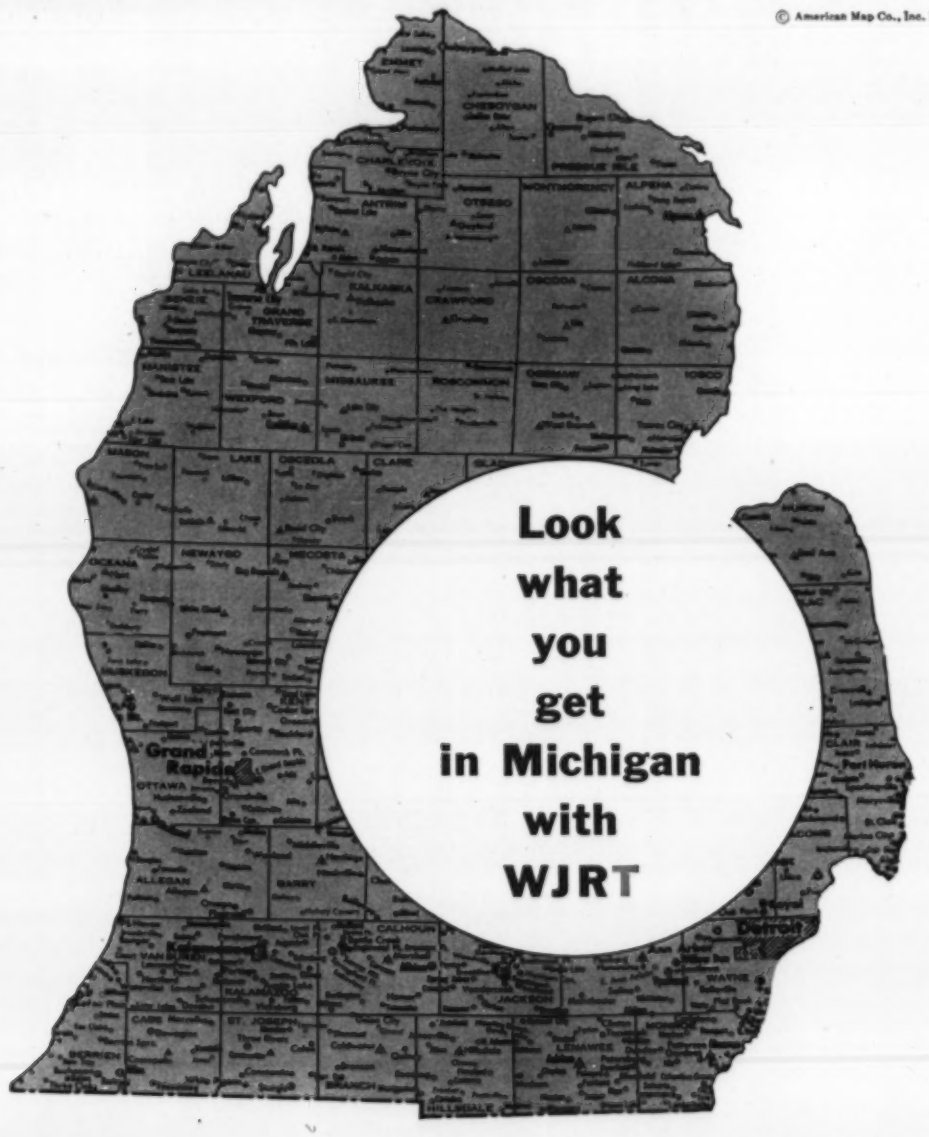
■ In the past, the Advertising Council has been understandably reluctant to tamper with a White House conference formula proven tried and true. But the high level industrialists attending these conferences have a high stake in protecting advertising against unfair and unwarranted attack. Some who attended Tuesday's dinner are asking themselves: Would the formula really be impaired if each of the industrialists had been encouraged to have a congressman or other public official as his guest Tuesday evening? #

Blumenstock to Organize 'Oscar' Ad Activities

Sid Blumenstock, vp of Charles Schlaifer & Co., Los Angeles agency, has been appointed to coordinate ad agency activities in Hollywood for the 32nd annual "Oscar" awards show April 4 by the public relations coordinating committee of the Academy of Motion Picture Arts & Sciences.

McNabb to Visitors Bureau

Helen R. NcNabb, formerly brand publicity manager with Lever Bros. Co., has joined the New York Convention & Visitors Bureau, New York, as assistant promotion director.

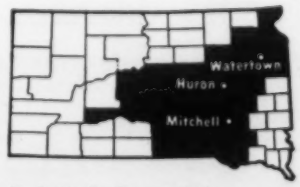


Complete grade "A" signal coverage of Michigan's other big market (Flint, Lansing, Saginaw and Bay City) with one single-station buy!

WJRT
CHANNEL 12—FLINT
PRIMARY abc AFFILIATE

Represented by HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

36% of SOUTH DAKOTA'S SPENDABLE INCOME



Exclusively Covered by:

THE TRIPLE MARKET GROUP
- HURON DAILY PLAINSMAN
- MITCHELL DAILY REPUBLIC
- WATERTOWN PUBLIC OPINION

Sold in combination and nationally represented by
Johnson, Kent, Gavin & Sinding Inc.

The biggest color salesman in the world and getting bigger every year

IN 1959 THE MILWAUKEE JOURNAL PUBLISHED

3,014,122 LINES OF ADVERTISING IN

ROP COLOR

1,703 PAGES OF ADVERTISING

884 ROP COLOR NEWS PAGES

For the first time in publishing history, over 3,000,000 lines of ROP color advertising were printed . . . by The Milwaukee Journal. This was 24% more than in 1958, and three times as much as The Journal published less than 10 years ago.

This is continued, spectacular proof of the successful IMPACT of ROP Color in The Milwaukee Journal. Success stories are many and fascinating. Ask us.

Because ROP Color was pioneered here and we have unlimited faith in its future, let us help you to use the Biggest Salesman in the World

ROP COLOR

THE MILWAUKEE JOURNAL

Read in 9 out of 10 homes in the Metropolitan Area

A member of
MILLION MARKET NEWSPAPERS, Inc.
New York, 529 Fifth Ave.
Chicago, 333 N. Michigan Ave.
Detroit, 438 New Center Bldg.
Los Angeles, 3540 Wilshire Blvd.
San Francisco, 111 Sutter St.

Robert Palmer, 79, With 'Printers' Ink' for 42 Years, Dies

WHITE PLAINS, N. Y., March 16—Robert W. Palmer, 79, who spent 42 years on *Printers' Ink*, retiring as editor in 1946, died here March 10 after a long illness.

Born in Seneca Falls, N. Y., Mr. Palmer spent at least one summer high school vacation as a substitute postman, and he first became interested in *Printers' Ink* when he used to read a subscription copy of the weekly before delivering it to the addressee.

Later, while working on New York City's Park Row, he spotted a help wanted ad in *PI* and was hired as a $15-a-week editorial assistant by George P. Rowell, founder of *PI*.

■ His first job was to audit circulation claims of newspapers in New York and New England. This was for a volume called "American Newspaper Directory" printed by Mr. Rowell. The directory was subsequently sold by *PI* to N. W. Ayer & Son, and later combined with Ayer's "Directory of Newspapers & Periodicals."

Another of Mr. Palmer's tasks was to hand-address 20,000 envelopes to newspapers and periodicals, and then write letters to the list.

In 1911, Mr. Palmer wrote a series of articles called "Legal Repression of Dishonest Advertising." The magazine has credited the series with encouraging advertising clubs to raise the ethical standards of the business. One result of the series was the formation of "vigilance committees" which later became the first of today's better business bureaus.

Mr. Palmer also crusaded editorially against "tainted testimonials, pseudo-scientific advertising copy and against an insidious anti-advertising campaign in schools and colleges."

Mr. Palmer was not personally well known in the advertising business, mostly because he seldom, if ever, made a speech before an ad group. In his latter years as editor he did not attend any conventions. #

ROGER MAILLET

MONTREAL, March 15—Lt. Col. Roger Maillet, 64, founder of *Le Petit Journal*, a weekend French-language tabloid newspaper here, died in Montreal March 13.

The son of Dr. Gaston Maillet, a well-known Montreal journalist at the turn of the century, Col. Maillet founded *Le Petit Journal* in 1926. A brother, Rolland, is president of the newspaper.

S. F. MATHENY

STANFORD, KY., March 15—S. F. Matheny, 62, former co-publisher of the *Stanford Interior Journal*, died March 12 after an illness of several months.

R. B. ROBERTSON

CINCINNATI, March 15—Reuben B. Robertson Jr., 51, former assistant secretary of defense and president of the Champion Paper and Fibre Co., Hamilton, O., was killed March 13 when he was struck by an auto when he left his own car to check on another car stranded on the highway.

C. OLDEN DAVIS

PLANDOME, N. Y., March 8—C. Olden Davis, 68, retired vp of Hearst Magazines, died yesterday at his home here, following a long illness.

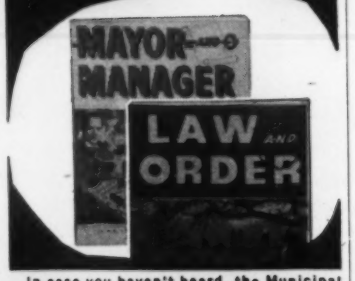
A native of Trenton, N. J., Mr. Davis joined the staff of *Good Housekeeping* upon his graduation from Princeton University in 1915. He became advertising manager and vp of the Hearst magazine in 1936, and assistant publisher in 1947. Mr. Davis, named vp of Hearst Magazines in 1950, retired in 1954.

At *Good Housekeeping*, Mr. Davis was credited with having helped inaugurate the magazine's "seal of approval."

Green Resigns from Revlon

Mort Green has resigned as director of television and radio at Revlon Inc., New York.

there's money to be made in the MUNICIPAL MARKET!



In case you haven't heard, the Municipal Market is 35 BILLION DOLLARS BIG! And the one magazine aimed directly at the buyers and planners for more than 6,000 U. S. communities with populations of 1,200 or over, is MAYOR AND MANAGER. Read by 7,683 (BPA) executives, MAYOR AND MANAGER is the ideal setting for your "municipal product."

And, did you know that police executives annually spend TWO AND ONE HALF BILLION DOLLARS for police equipment and supplies? To reach and sell 7,415 (BPA) chiefs costs less than 2½¢ a contact in LAW AND ORDER. The total average circulation of 12,834 (BPA) makes LAW AND ORDER the most widely read police publication in America!

BPA NBP

For details, write or contact:

MAYOR and MANAGER
LAW and ORDER

72 W. 45th St • New York 36, N.Y. • MU 2-6806

THE EXCITING WORLD

Excitement and motion are shaping today's world-wide textile news. New fibers, blends, yarns, colors, and finishes are creating the excitement . . . generating the demand. Textile mill managements are providing the motion . . . to meet increased consumer demand . . . to solve new technological problems . . . to provide for future production needs. In 1959 U. S. mills spent $343 million for new plants and equipment*. . . plan to spend at least $361 million in 1960!**

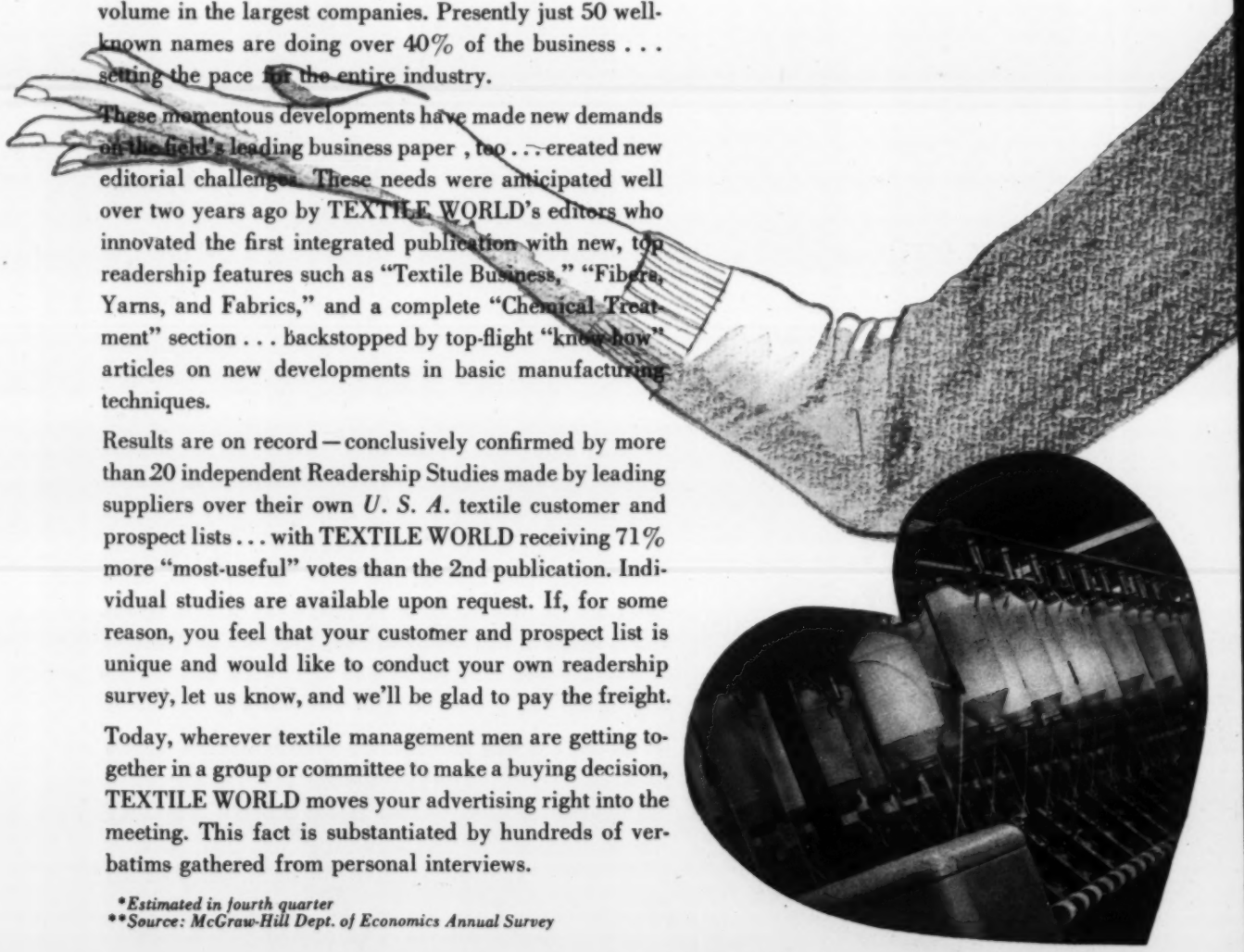
The entire face of the field is changing . . . a continuous wave of mill integration, greater concentration of dollar volume in the largest companies. Presently just 50 well-known names are doing over 40% of the business . . . setting the pace for the entire industry.

These momentous developments have made new demands on the field's leading business paper, too . . . created new editorial challenges. These needs were anticipated well over two years ago by TEXTILE WORLD's editors who innovated the first integrated publication with new, top readership features such as "Textile Business," "Fibers, Yarns, and Fabrics," and a complete "Chemical Treatment" section . . . backstopped by top-flight "know-how" articles on new developments in basic manufacturing techniques.

Results are on record—conclusively confirmed by more than 20 independent Readership Studies made by leading suppliers over their own *U. S. A.* textile customer and prospect lists . . . with TEXTILE WORLD receiving 71% more "most-useful" votes than the 2nd publication. Individual studies are available upon request. If, for some reason, you feel that your customer and prospect list is unique and would like to conduct your own readership survey, let us know, and we'll be glad to pay the freight.

Today, wherever textile management men are getting together in a group or committee to make a buying decision, TEXTILE WORLD moves your advertising right into the meeting. This fact is substantiated by hundreds of verbatims gathered from personal interviews.

**Estimated in fourth quarter*
***Source: McGraw-Hill Dept. of Economics Annual Survey*



At the heart of textile progress . . . new machinery (spinning, weaving, dyeing, bleaching and finishing) . . . new materials (fibers, yarns, chemicals and dyestuffs) SOLD through the pages of TEXTILE WORLD!

Hicks & Greist Adds Two Accounts, Appoints Three

Hicks & Greist, New York, has been appointed to hande advertising for Dresser manufacturing division of Dresser Industries, New York, maker of pipe couplings, fittings, rings and nuts, and institutional advertising for Metropolitan Broadcasting Corp. as well as for WNEW and WNEW-TV, New York. Marsteller, Rickard, Gebhardt & Reed formerly handled the Dresser division. Henry J. Kaufman & Associates, Washington, will continue to handle Metropolitan's stations outside of New York.

Hicks & Greist has appointed Vincent J. Daraio and account executive, Norman Kennelly a senior copywriter and Eugene F. Feehan an account executive in the p.r. department. Mr. Daraio formerly was a time buyer at the agency. Mr. Kennelly previously was with *The American Weekly*, and Mr. Feehan was with Brown & Rowland.

Screen Gems Names Two

Daniel Goodman, formerly an account executive at Screen Gems, New York, tv film distributor, has been named eastern sales manager, replacing Ben Colman, who resigned. Robert Newgard, previously an account executive for Screen Gems in Minneapolis, has been appointed midwestern sales manager. He replaces Stanley Dudelson, who recently was promoted to syndication sales manager. Replacing Mr. Newgard as account executive in Minneapolis is Arthur Breecher, formerly with Official Films.

Revlon Promotes Kersh

Revlon Inc., New York, has promoted Henry Kersh, formerly director of operations in the international division, to the office of the president as special projects assistant. Mr. Kersh has been with Revlon 14 years.

EDGAR E. GUTTENBERG, *formerly advertising director of Schenley-I. W. Harper Distillers Co., has been named to the new position of head of the product marketing research department of Schenley Industries, New York.*

everyone gains from **FILMOTYPE**

If you use repro proofs or lettering, Filmotype is for you and your clients.

The Filmotype Photo-Lettering Machine almost instantly produces very sharp, very black copy that makes you successful, your customers order-deluged. Basically, all because readers of Filmotype material read more, believe more, buy more.

Filmotype's speed, ease of operation, all-inclusive alphabet selection, numerous other money-making and saving abilities will certainly make you gain, too.

Know about the Pays-for-Itself Purchase Plan? Write for details.

FILMOTYPE

AA

FILMOTYPE 7500 McCormick Blvd., Skokie, Ill.

☐ Have the Filmotype representative make an appointment in my own office for a demonstration.

☐ Send me further information about the Filmotype Photo Lettering Machine.

Name_____

Firm_____

Address_____

City_____ Zone____ State_____

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

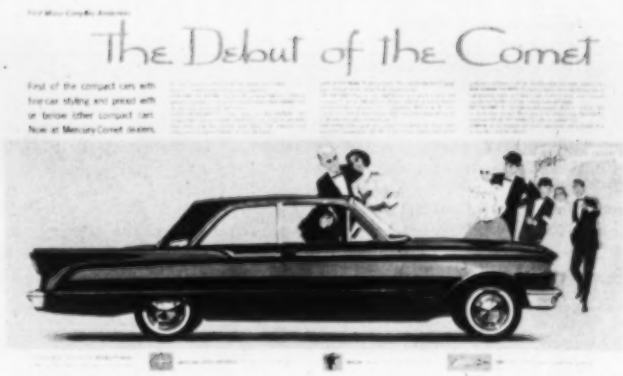
LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri



DEBUT—*This color spread, introducing Lincoln-Mercury division's new Comet, will appear in Life and Look as part of a high frequency campaign to launch the compact.*

Hine Joins Baker Agency

Geoffrey Hine, formerly with MacLaren Advertising, has joined Baker Advertising, Toronto, as a copywriter.

IF 1½ MILLION IS A "MUST" MARKET...

SALT LAKE IS A MUST!

SALT LAKE IS AN EXCEPTIONAL MARKET that's the exception to buying by the city population only. In addition to reaching and selling the nearly ½ million persons in greater Salt Lake City, an advertising schedule in The Salt Lake Tribune and Deseret News and Telegram OPENS THE DOOR TO A MILLION MORE prosperous prospects in the four-state area served by these two metropolitan newspapers. That's why we say, "There's more to Salt Lake than Salt Lake." And 1½ million is a "must" market no matter where you find it.

NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune (MORNING & SUNDAY)

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

Lincoln-Mercury Introduces Comet via Major Campaign

DETROIT, March 16—Lincoln-Mercury division of Ford Motor Co. is using all media heavily in launching its new economy car, the Comet.

A three-sided campaign, outlined by R. J. Fisher, advertising and sales promotion manager of the L-M division, includes:

- A multi-million-dollar advertising schedule, using newspapers, magazines, tv, radio, outdoor signs and direct mail.
- Pre-introductory invitations to give selected prospects advance information on the Comet.
- A Comet "sweepstakes" contest in which 50 Comets will be given away to residents of states permitting a drawing. Ten Comets will be awarded in a skill contest to residents of the five states (Connecticut, New Jersey, Wisconsin, Missouri and Nebraska) which do not permit this type of promotion.

■ Using the theme, "Fine car styling at a compact car price," the ads stress the car's price, styling and features and invite comparison with competitive makes.

Largest share of the Comet advertising allotment is to newspaper ads. Page ads in major markets, 1,750-line ads in principal cities, and 1,000-line ads in other markets are being placed in newspapers. In addition, there will be small space ads running concurrently, calling attention to the major ads and the sweepstakes.

Another large portion of the ad budget is being directed into a national network tv campaign, including the "Leonard Bernstein Show" March 13, "Startime" last night and again March 29, and top-rated "Wagon Train," tonight.

Color spreads will introduce the Comet in *Life* on March 28 and April 11, and in *Look* on March 29 and April 12.

A four-week national radio spot commercial campaign will begin tomorrow. Comet's style and price story will be carried to motorists coast-to-coast via outdoor posters. Finally, a dealer-directed mail campaign will be conducted to reach specific prospects during the introductory period.

Kenyon & Eckhardt is handling the Comet campaign. #

Harnischfeger Names Brady

Harnischfeger Homes, Port Washington, Wis., has appointed Brady Co., Milwaukee and Appleton, to handle advertising for its new division, Vacation Homes.

Kall Joins Maclean-Hunter

Evans J. Kall has joined the New York office of Maclean-Hunter Publishing Corp. as a sales representative for *Rock Products* and *Concrete Products*.

Are you keeping your food plant customers re-sold on your product?

RIGHT THIS VERY MINUTE, more than one food management man is reading an advertisement in FOOD Engineering with personal satisfaction. Listen:

"I never miss this company's advertisements. Several months ago we purchased a double mixer from them through the advertising in Food Engineering."

This is verbatim. The FE subscriber – assistant plant superintendent of a chocolate products manufacturer. The FE advertiser – J. H. Day Company. Now, here's the plant engineer of a candy company speaking:

"I read this ad because we use Jenkins valves, and prefer them."

Check the table–204 buyers *Re-sold on Present Supplier.* This means 1 out of 2 FE readers recalled a specific ad that re-confirmed their own good judgement in buying a particular brand of equipment, ingredients, packaging materials or plant supplies. Now project these 204 actions to FE's 28,400 paid audience plus its 52,000* pass-along readers. This is a measure of FOOD Engineering's capacity to help you develop more business from your present customers, reduce customer mortality, keep sales costs down.

Right now, how many of these FE readers are mailing an inquiry to one of your competitors, asking for estimates, calling in a rival salesman, opening up a new source of supply? Or . . . *how many of them are being re-sold on you and your product?*

**McGraw-Hill Field Research, 1958-59*

CHECK THESE 1,141 AD ACTIONS BY 400 FOOD ENGINEERING SUBSCRIBERS

204	Resold on present supplier
76	Called local representative
101	Contacted company direct
93	Bought the product
94	Filed ad for future use
47	Wrote for samples
19	Asked for estimate
58	Recommended to others
193	Sent an inquiry
116	Opened up new supply source
140	Talked to other management men
1,141	

FOOD ENGINEERING

For Better Management in Manufacturing, Packaging and Marketing

A McGraw-Hill Publication, 330 W. 42d St., New York 36, N. Y.

Interested? Get the new booklet, "How to Set the (food) World on Fire." It tells how to get sales action.

FOOD Engineering, Att: Research Director
330 West 42d St., New York 36, N.Y.

Please rush my complimentary copy of "How to Set the (food) World on Fire."

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

_____

KLZ of Denver... Salutes...
A Radio-Active Business Executive

Mr. Walt Garnsey, since 1953, president of the Stokes Canning Company — one of the oldest and best known chili packers in the west. Today, under the able leadership of Mr. Garnsey, Stokes maintains number one sales position in the Denver area and wide distribution in the Rocky Mountain market.

Of his advertising Mr. Garnsey says, "My sponsorship of segments of Starr Yelland's Party Line has brought me more comment than any other advertising I have ever used." Let KLZ Radio do your pre-selling in the rich Denver-Rocky Mountain Area.

MR. WALT GARNSEY
Pres., Stokes Canning Co.

KLZ radio
560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

Pitney-Bowes Income, Profit, Ad Spending

(1946-1959)

Year	Gross Income	Net Profit	Ad Expense
*1946	$ 7,583,196	$ 516,432	$ 205,294
*1947	10,369,330	1,015,216	161,885
†1947	11,114,509	1,011,636	230,133
††1948	16,011,895	1,547,025	364,849
1949	18,466,654	1,717,062	457,800
1950	21,595,658	1,956,251	470,339
1951	26,120,559	1,542,588	467,424
1952	30,606,023	1,608,148	571,827
1953	32,811,928	1,809,096	731,415
1954	34,986,108	2,953,467	697,879
1955	39,259,213	3,566,122	922,821
1956	43,548,165	4,109,219	1,013,782
1957	45,906,583	4,137,147	1,093,090
1958	51,430,817	4,424,325	1,359,212
1959	57,526,883	4,409,148	1,527,497

*For 12 months ended March 31.
†For 9 months ended Dec. 31.
††For this and succeeding years, figures are for 12 months ended Dec. 31.

West Associates Moves

West Associates, Los Angeles agency, has moved to larger quarters at 5979 W. Third St.

Pitney-Bowes to Invest $1,600,000 in '60 Ad Drive

Annual Report Cites 'Productive' Ads, Says Friden Enters Meter Field

STAMFORD, CONN., March 15—Pitney-Bowes spent $1,527,497 on advertising in 1959 and has established a budget of $1,600,000 for this year, according to the postage meter company's annual report.

The company said its '59 ad expenditure was 11.6% over the 1958 figure, but that in both years advertising amounted to 2.7% of gross revenues.

■ "Both publication and direct mail advertising contributed measurably to our successful sales year in 1959," P-B told stockholders. "Readership tests and coupon responses indicated our advertising in newspapers and magazines was very effective, while our direct mail campaigns, measured by the number of 'leads' received from total letters mailed, were even more productive than in 1958."

Pitney-Bowes reported gross income from sales, rentals and service was $57,526,883 in 1959, a 12% increase over 1958. Profit after taxes was $4,409,148 (7.7% of gross income), down slightly from a net of $4,424,325 (8.6% of gross income) the previous year.

■ The P-B yearly ad expenditure list shows a rather regular growth pattern, and does not—as yet, at least—reflect any sudden change as a result of a Department of Justice anti-monopoly ruling last year requiring the company to share its patents (AA, Jan. 26, '59).

Under terms of the decree, Pitney-Bowes has granted a royalty-free license to Friden Inc., San Leandro, Cal.

"While no other licenses have been granted, other companies may well compete with us in the domestic field," the P-B report said. "We have two competitors in Canada and many in the rest of the international field.

■ "From its beginning in 1920, the company continuously had active competition in this country until 1952, when Commercial Controls, a combination of a number of earlier competitors, suspended its postage meter operation, and left us in a vulnerable antitrust position as practically the sole supplier of postage meters in the U. S.," the report said.

The report lists the company's annual advertising expenditures back to 1946, when P-B invested only $205,294 in advertising. #

OVER 1/4 MILLION PEOPLE
QUAD-CITIES
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

3RD IN POPULATION
IN IOWA-ILLINOIS

THE QUAD-CITIES 1/4 MILLION PEOPLE MAKE IT ONE OF THE FIRST 100 MARKETS

Here is the 3rd largest metropolitan area in this two-state industrial and distribution region. The map at right shows ranking of the other major population centers in Iowa-Illinois.

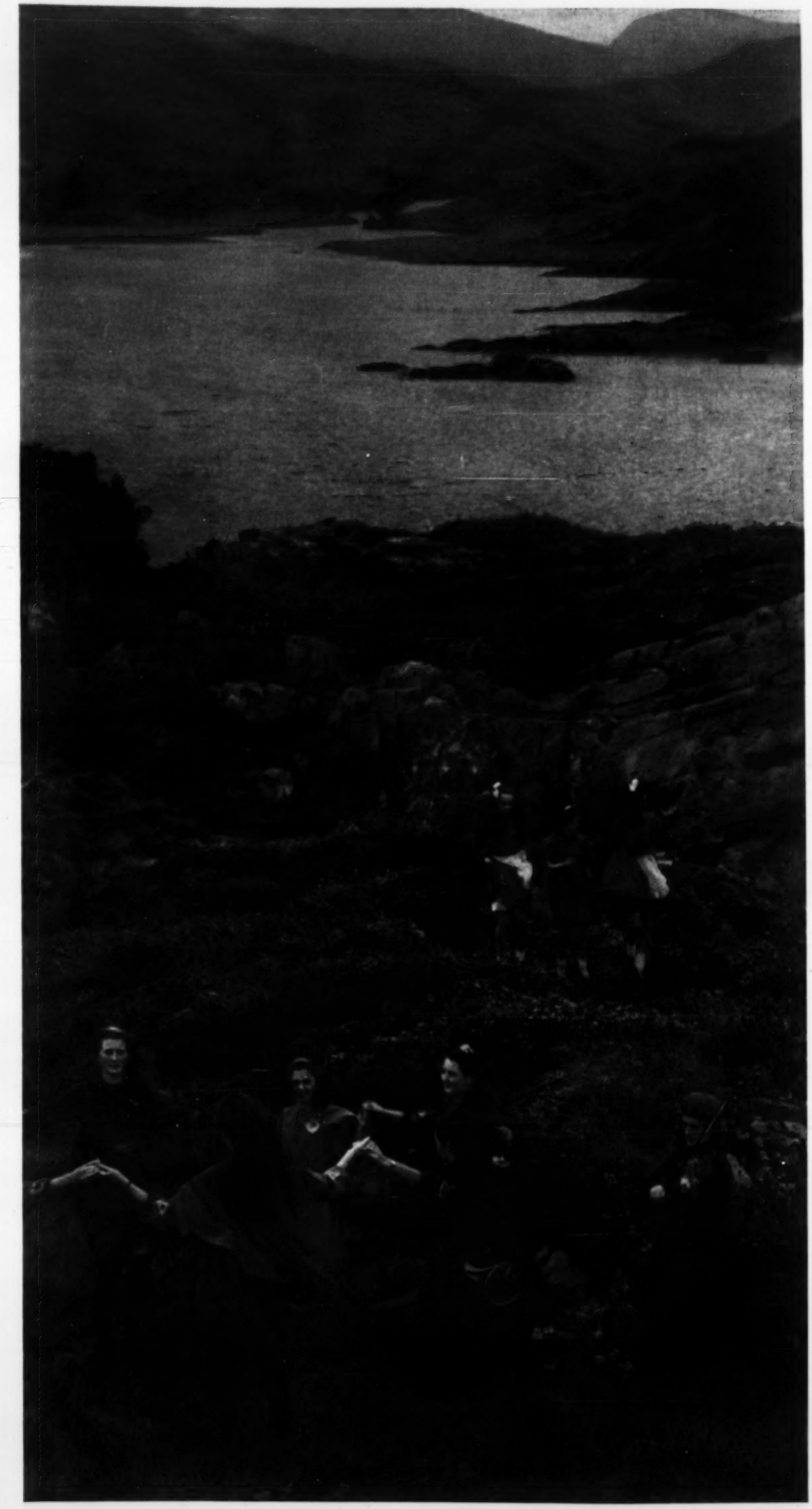
Quad-City home-town newspapers penetrate 99.8% of the 83,700 households in this metropolitan community.

IOWA
ILLINOIS
5 ROCKFORD
1 CHICAGO
DES MOINES 4
3 QUAD-CITIES
2 PEORIA
POPULATION
1. CHICAGO 5,995,100
2. PEORIA 284,200
3. QUAD-CITIES . . . 272,600
4. DES MOINES . . . 264,700
5. ROCKFORD 192,400
Source: Sales Management Nov. 10, 1959 Issue

THE COMPLETE COVERAGE MEDIUM OF THE MARKET
QUAD-CITY NEWSPAPERS

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by ALLEN-KLAPP

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by JANN & KELLEY, Inc.



"God made the grass,
the air and the rain,
and the grass,
the air and the rain
made the Irish;
and the Irish
turned the grass,
the air and the rain
back into God."

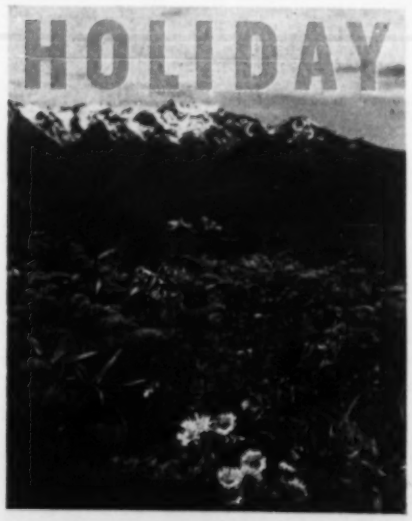
SEAN O'FAOLAIN

How do you capture the elusive spirit, the lilting music that is Ireland? Holiday sent a great writer, Sean O'Faolain, on a sentimental journey home. For a visual counterpoint to his moving prose: sensitive photographs by John Lewis Stage.

This is Ireland. And this is Holiday—a writer who deftly probes, a photographer who sees beyond the obvious. The quest is always refreshing, always exciting, whether it's Bruce Catton recreating the Battle of Bull Run, Richard Bissell dissecting musical comedy, or Ludwig Bemelmans painting his delightful impressions of New York.

And this is how Holiday satisfies its audience of 900,000 spirited, affluent families, who are looking for new adventures and possessions to enrich their lives.

More and more advertisers are finding the Holiday Mood is ideal for selling their prime prospects!



***There's a rewarding new world for you in* HOLIDAY**

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

Use ADS Machinery to Attract More, Better Students into Advertising, Guild Proposes

NEW YORK, March 15—Walter Guild, national president of Alpha Delta Sigma, honorary advertising fraternity, has developed a double-barreled program "to bridge the gap between advertising's academic and professional worlds."

The president of Guild, Bascom & Bonfigli was in town last week to arouse interest among ADS alumni and faculty advisers for cooperation in a national project which would (1) bring advertising students into agencies to see advertising men at work and (2) develop research which would clarify the requirements for successful careers in advertising.

There is a great need for a concerted effort in this field, Mr. Guild told ADVERTISING AGE, because "agencies claim that our colleges turn out people who don't know anything about advertising. Professors, on the other hand, complain that the professional men won't tell them what type of training they require."

■ The first phase of Mr. Guild's plan, which has been tagged "profession at work," already has been tested in San Francisco and has been received with "wild enthusiasm," he reported. Working with a few other West Coast agency men, Mr. Guild contacted ADS alumni chapter presidents to invite them to participate in the project. The presidents appointed "account supervisors" who contacted agencies and asked them if they would be willing to have students sit in on some of their work sessions—in copy, research, presentations to clients, media department meetings, etc. In all, 12 agencies said yes, and none said no, the GB&B executive said.

ADS advisers at the University of California, Stanford University and the University of San Jose each appointed a student as "account executive" to round up interested ADS members when informed of an agency work session. "These sessions are intended as short internships," Mr. Guild explained, "to show students the atmosphere and language of an agency."

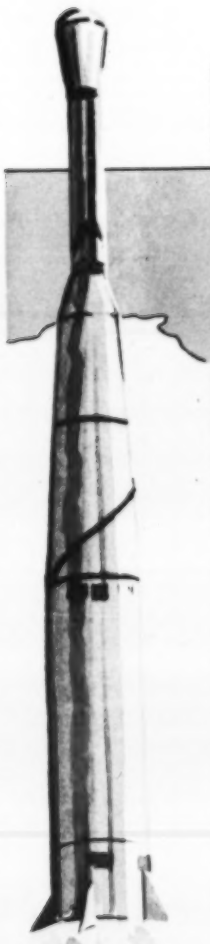
■ Mr. Guild now hopes to interest some Madison Ave. men in following San Francisco's example, participating in a national research project. This project, as proposed by Mr. Guild, would be financed by ADS alumni and executed by the colleges.

Under this plan, students, working with their advisers, would develop questionnaires to be sent to successful advertising men. Such questions might be asked as "What college major best prepares you for a career in advertising?" and "Which individual subjects do you feel are most helpful?" Results would be tabulated and circulated to ADS college members to serve as a guide in selecting courses, Mr. Guild explained.

"I hope to get both programs into effect in time for the school term next fall," Mr. Guild said. "Advertising has dignity and reason and should not attract only second-rate people.

"It is difficult now for first-rate people to get into the field because of the general trend among professors of discouraging people interested in advertising," he concluded. #

Orlando Prints More Pages Than Any Other Florida Newspaper



The Orlando Sentinel-Star, printing the morning Orlando Sentinel and the evening Orlando Star, along with its many pink regional supplements, produced more pages last year than ANY OTHER Florida newspaper.

True, this is, in some cases, two newspapers against one, but even so, when you consider the size of Orlando as against the Brobdingnagian size of Miami, it is still an indication of what we give our readers.

If you have more keyboards . . . you must set more type . . . If you set more type, you must print more pages . . . If you print more pages you must give your readers the mostest.

Here are the figures:

Pages Published During 1959 — [Source — Media Records]

ORLANDO SENTINEL-STAR	37,174
Miami Herald	34,975
Tampa Tribune and Times	30,107
Jacksonville Times Union	21,078

This is one of the reasons why the Orlando Sentinel-Star outsells Jacksonville, Miami and Tampa papers in its five-county area by over six to one against their combined total.

Something else worth noting is this fact: The Orlando Sentinel-Star operates more hot metal (Linotypes) typesetting machines than any other Florida newspaper.

Here is the record from Mergenthaler Linotype Co:

"Hot Metal" Typesetting Machines in Use by Larger Papers in Florida:

ORLANDO SENTINEL-STAR	37 [and two on order]
The Miami Herald	31 [none on order]
Tampa Tribune and Times	30 [and one on order]
Florida Times-Union & Jacksonville Journal	29 [and one on order]
The Miami News	28 [none on order]

In addition to "hot metal" machines shown above, the Orlando Sentinel-Star has on order one Linofilm Photocomp System.

Orlando Sentinel Pinks

Regional Supplements Printed on Pink Newsprint
Give Readers What They Want—Local News, Local Pictures in:

Cape Canaveral [Brevard Co.]	Daily Except Sat., Mon.
Seminole-Volusia Co.	Daily Except Sat., Mon.
Vero Beach [Indian River Co.]	Daily Except Sat., Mon.
Lake, Marion, Sumter Co.	Daily Except Sat., Mon.
Winter Park	Daily Except Sat., Mon.

SENTINEL-STAR BUREAU OFFICES

Cocoa	629 Brevard Avenue
DeLand	121½ North Blvd.
Eustis	123 Magnolia
Leesburg	104 N. Fourth St.
Melbourne	Arcade Bldg.
New Smyrna Beach	Arcade Bldg., Canal St.
Ocala	Masonic Bldg., Silver Springs Blvd.
Sanford	208 Park Avenue
Tallahassee	Capitol Press Room
Titusville	406 Main St.
Washington, D. C. 1090	National Press Bldg.
Winter Park	New England Bldg.

Orlando Sentinel-Star

COVERS CENTRAL FLORIDA'S $ HALF BILLION MARKET!

ASK BRANHAM

CBS, NBC Add TV Sponsors

Standard Brands, New York (Ted Bates & Co.), has signed with CBS-TV for three quarter-hours a week in five daytime shows, starting May 20. Colgate-Palmolive Co. (Ted Bates) shifted some of its daytime money from CBS, where it dropped from five to two quarter-hours weekly on "December Bride," to NBC. Colgate bought five quarter-hours per week on "Play Your Hunch" starting April 4. Dow Chemical Co. (MacManus, John & Adams) will sponsor three specials, "Dow Hour of Great Mysteries," on NBC, March 31, April 24 and May 23.

Grosset Promotes Shapiro

Niles A. Shapiro, sales promotion manager of Grossett & Dunlap, New York, has been appointed director of advertising, sales promotion and publicity for Grosset & Dunlap and Wonder Books.

Continental to Sell 5 Cigarets, Cigar via Mails

New Advertiser Sees $20,000,000 '60 Sales, 15-25% Lower Prices

HUNTINGTON, W. Va., March 15—Continental Tobacco Co., established here last summer, is manufacturing five new cigaret brands, including regular and king size, filter tip and menthol, which it will sell exclusively by mail.

Continental claims that eliminating wholesaler, retailer and distributor markups cuts the costs of its brands 15% to 25%

Continental, which also will market a "little cigar," expects to top $20,000,000 in sales in 1960. Continental said if it put 5% to 8% of its sales into advertising, it would spend over $1,000,000 this year.

Named in January to handle Continental's campaign was Blackstone-Steiner Co., New York, an agency which "has never billed over $1,000,000 a year," according to Jack Steiner, president.

The company's new cigaret brands are Continental (king size, filter); Ascot (king-size non-filter) de menthe (king-size filter, menthol); Monaco (regular, non-filter); and Countess ("queen-size" filter for women), plus Rob Roy filter little cigars. They will be promoted through newspapers and direct mail initially.

■ Continental Tobacco will use 1,000-line b&w newspaper ads to test two copy approaches in Albany and Syracuse, N. Y.: Milwaukee; Columbus, O.; and Orlando, Fla., in the week of March 20.

Similar testing will be used to determine whether daily or weekly newspapers will be used in the campaign. By mid-May Continental expects to be able to plan the remainder of its 1960 ad campaign.

In one of the initial ads, copy says, "All we want you to do is prove to yourself that there's a Continental brand at least as satisfying as the one you now prefer." Offering a "moneyback guarantee," the company says all federal and state taxes are prepaid, and all orders are shipped the day received, filled with "factory-fresh" cigarets, fully insured against loss or damage, and forwarded with postage fully prepaid. Customers must order at least three cartons (mixed or same brand) and may not order c.o.d. Overpayments and underpayments will be rejected.

■ Continental was founded by Nicholas Tweel, a former tobacco wholesaler. It has no advertising manager at present. Its agency, Blackstone-Steiner, receives about 60% of its total billing from resort and restaurant accounts.

BANTOB CREDITORS OKAY MARKET REENTRY

NEW YORK, March 15—A meeting of creditors of Bantob Products Corp., maker of non-tobacco Vanguard cigarets, decided last week to go ahead with plans to "improve" the product.

A spokesman for Javits & Javits, former attorney for Bantob and a "substantial" stockholder and creditor in the company, said the cigaret may be marketed in an improved version in a few months.

H. W. Warden Associates, former Vanguard agency, has indicated that if Vanguard is reintroduced, it will be via the mail order route. When originally introduced last fall, Vanguard had trouble placing its candidly anti-tobacco ads in media, causing Bantob to charge a "media shut-out" of its ads. #

CFAC Sets Entry Deadline

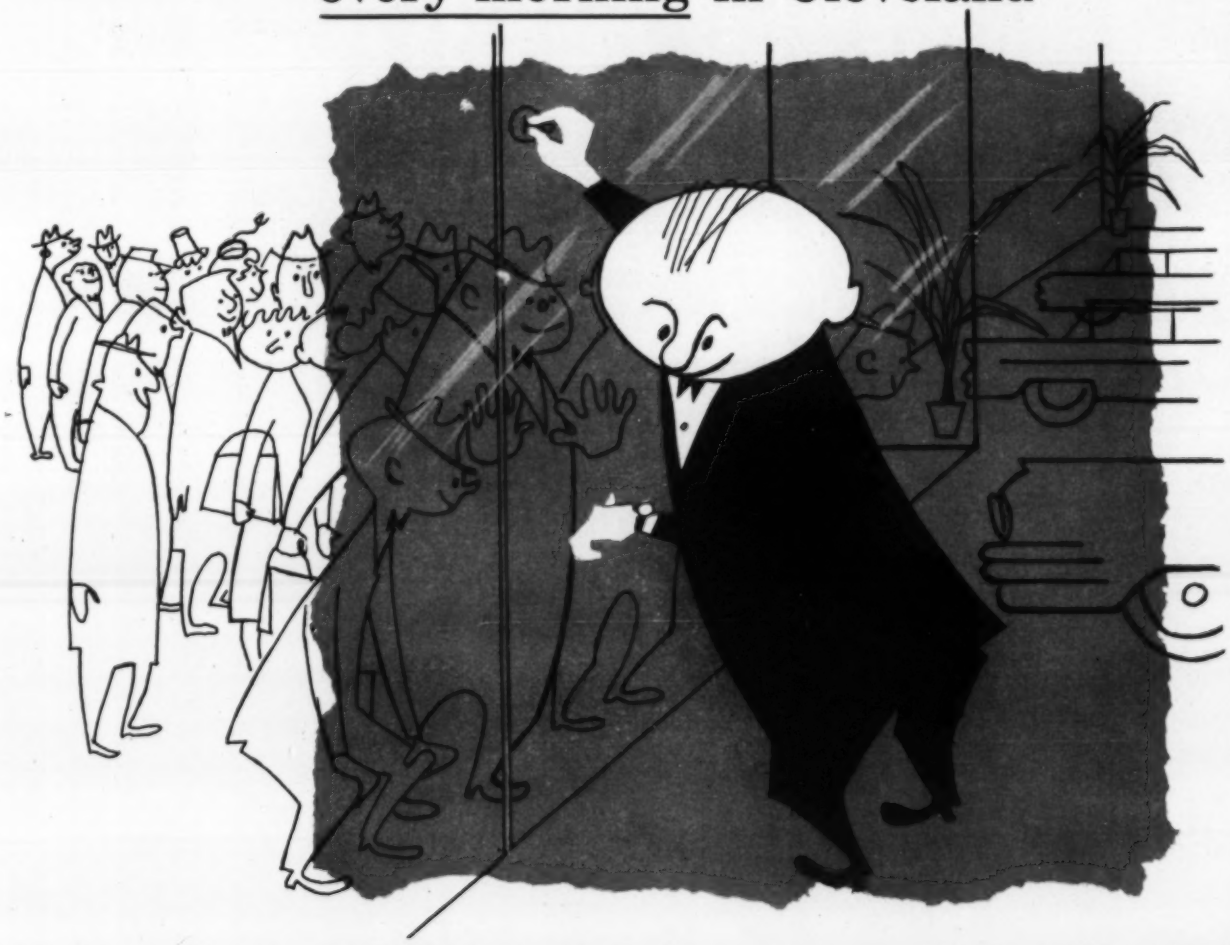
Deadline for entries in the 18th annual CFAC advertising awards contest, sponsored by the Chicago Federated Advertising Club, is April 22. Entries, which will be judged on their value of the idea to create sales or promote a cause and the effectiveness and excellence of design composition and technique, should be submitted to CFAC headquarters, 36 S. Wabash Ave., Chicago. Awards will be presented at the annual awards dinner May 18, in the Heather House of Carson Pirie Scott & Co.

Lady Esquire in 'Harper's'

March and April issues of *Harper's Bazaar* each carry a color page for Lady Esquire shoe care products. Knomark Inc., Revlon subsidiary which makes Lady Esquire, said it is the first shoe polish advertised in a fashion magazine. Mogul Williams & Saylor, New York, is the Esquire agency.

WESH-TV
PREFERRED IN
ORLANDO-DAYTONA MARKET

You get Sales Action
every morning in Cleveland



Take a half million Greater Cleveland families with a respectable $7,381 spendable income. Add 26 adjacent counties a stone's throw from Euclid Avenue and you have retail sales of nearly 4 billion dollars—and *that's* larger than the retail sales of any one of 35 *entire* states. So—if your sales of goods or services in the Cleveland market do not exceed those of 35 states—WRITE—WIRE OR PHONE—

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles.
Member of Metro Sunday Comics and Magazine Network.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

* Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

OZZIE & HARRIET LAWRENCE WELK'S DANCE PARTY MAVERICK DONNA REED

THE ALASKANS THE REBEL BLACK SADDLE ROBERT TAYLOR'S DETECTIVES MAN FROM B

AVE IT TO BEAVER JUBILEE U.S.A. ALCOA PRESENTS BOURBON STREET BEAT REAL McCOYS

RIFLEMAN PAT BOONE BRONCO/SUGARFOOT LAWMAN COLT .45

$2.88

This is the cost of doing business with a thousand homes on ABC-TV.

It's the *lowest* cost per thousand going, this happy mathematical relationship between ABC's current rate and ABC's nightly position of first or second in share of audience. Since, however, cost alone is no true index of advertising effectiveness, the thoughtful buyer will ask what *kind* of homes his $2.88 buys. Well, it buys 1,000 largely *younger* homes. Homes, that is, with growing, consuming families.

This, of course, is not happenstance—but rather the deliberate, direct result of natural selection, springing from ABC's devotion to precisely the kind of programming most enthusiastically received in these younger homes.

For (impressive) example, we cite The Untouchables, realistic drama with documentary importance girding its excitement, the offbeat blend of laughter and action in a Maverick, the adult zip of a 77 Sunset Strip, the fresh domestic-comedy switches of a Leave It to Beaver or a Real McCoys.

Further strengthening the 1960-'61 schedule will be such new and coming attractions as the significant 26-episode adaptation of the Churchill Memoirs... outstanding series like The Corrupters, Stagecoach West, Surfside Six, The Roaring Twenties, Asphalt Jungle, Naked City, The Flagstones... specials like the 1960 National Elections... "Women in Politics" and Jeff Chandler as "David" in two stirring Biblical dramas.

$2.88 reaches a long way indeed—in the most responsive direction—on ABC Television.

WATCH ABC-TV IN '60
(more people will)

United Artists Buys Ziv for $20,750,000; Sinn, Ziv Remain

NEW YORK, March 15—United Artists Television Investments, a wholly-owned subsidiary of United Artists Corp., has purchased the entire stock of Ziv Television Programs, pioneer tv producer and syndicator, for $20,750,000.

The new company will be known as Ziv-United Artists Television Inc. It will absorb United Artists Television, another UA subsidiary which finances and distributes tv films.

UA TV Investments paid a total of $3,750,000 in notes and $3,000,000 in convertible debentures. In addition, it has assumed Ziv's bank debt of approximately $14,000,000.

Frederic W. Ziv will remain as chairman of the board and a director of Ziv-United Artists TV and John L. Sinn will keep his post as president and a director of the new company. These are the titles they now hold at Ziv.

■ Most of the personnel of Ziv and UA TV Inc. will be taken over by Ziv-UA as part of an expanded production and sales staff. Bruce Eells will no longer serve as exec vp of United Artists Television; his role under the new setup has not been clarified. Herbert L. Golden has resigned as president of UA TV Inc. and will devote his time to his duties as vp of United Artists Corp., the parent company.

United Artists Associated, still another UA subsidiary which distributes films to tv, including the Warner Bros. Library, is not involved in the transaction. Sellers of the Ziv company were Lazard Freres & Co. and F. Eberstadt & Co., investment banking companies, and Messrs. Ziv and Sinn.

■ In August, 1958, United Artists won an extended race with National Telefilm Associates to purchase Associated Artists Productions, a tv film distributor. UA agreed to pay NTA $2,000,000 to buy the company's purchase agreement. This cleared the way for UA to purchase the majority of AAP stock for about $7,700,000. In September, 1959, the Department of Justice challenged the acquisition of AAP and another film distributor, C&C Films, by United Artists. The department charged that these absorption moves substantially lessened competition in the tv film distribution field. Action in this suit—as in a similar one against Screen Gems—is still pending. #

World's Press Issues British Newspaper, Magazine Guide

World's Press News Publishing Co. Ltd., London, has published the 1960 edition of its "Directory of Newspaper & Magazine Personnel & Data." The directory contains addresses of British newspaper and magazine organizations and groups; national daily and Sunday and London evening newspapers; national magazines; news agencies; photo agencies; newsreels; press attaches; Commonwealth, American and other overseas press representatives in Britain; and specialist correspondents. A new government overseas information service section, listing government information offices abroad, is also included.

Priced at one guinea (about $2.94), the directory may be obtained from T. H. Hopcraft, circulation director, World's Press News Publishing Co., 9-10 Bailey, London, E. C. 4

Courtaulds Sets Spring Drive

An expanded spring advertising program has been announced by Courtaulds (Alabama) Inc., highlighted by a schedule of color and b&w ads in national magazines and newspaper supplements in 26 cities. Tie-ins are slated with manufacturers of men's and boys' wear, home furnishings and women's fashion apparel. Color pages are scheduled for *Esquire, New York Times Magazine, The New Yorker, Seventeen* and *Sports Illustrated*. Mogul Williams & Saylor, New York, is the agency.

MERCHANDISING AND MARKETING EXECUTIVES SEEKING SOLUTIONS FOR PROBLEMS OF THE SIXTIES

should attend 27th annual

National Premium Buyers Exposition

. . . the hub of the premium and incentive merchandise industry

April 4-5-6-7, 1960
NAVY PIER ● CHICAGO

AT NPBE, you find practical-idea men of the great premium industry . . . men of experience who have helped others solve tough marketing and merchandising problems. Here are men with records of success . . . men with ideas, who can help you get merchandising programs underway, and aid your company in getting a head start in the new decade of the 60's. It will pay you to talk with these men.

Just ONE new idea will more than pay for your time in attending.

For admittance badges to this exclusive trade show write on your business letterhead

A. B. COFFMAN ASSOCIATES
Exposition Managers
28 East Jackson Blvd.
Chicago 4, Illinois
Phone WEbster 9-0980

NPBE is under the auspices of the Premium Advertising Association of America, Inc.

A metalworking manufacturing report for advertisers

Design huddle produces ideas for machine which "flows" a metal ring into a seamless compressor case. Standing, l. to r.—L. J. Dolin, superintendent, experimental sheet metal; Robert Knowlton,

Lighter, stronger, faster jet engines . . . constant challenge for

Pratt & Whitney Aircraft's manufacturing miracle men

Management team pioneers major breakthrough in metalworking manufacturing

Check-up—Bob Knowlton (l.), Stan Rusczik (r.) and operator Dominick Casasanta double check thickness of casing made on one of P&W's smaller flow turn machines.

New horizons—Production Engineer Edward Griswold, Bob Knowlton, Stan Rusczik and Lou Dolin confer on assembly of new machine capable of flow turning an 80" cylinder.

'All Florida Magazine' Names Fulton, Tway Publishers

Yvonne Fulton and Betty Tway have been named publishers of *All Florida*, Jacksonville, Sunday supplement appearing in 16 Florida newspapers. Miss Fulton and Miss Tway, who will continue as co-editors of *TV Week*, which is circulated with *All Florida Magazine*, succeed Stuart L. Patton, who has resigned. Fred Perkins, formerly personnel manager of the *Palm Beach Post Times*, West Palm Beach, has been named general manager of *All Florida Magazine* and *TV Week*.

All Florida recently moved its offices from Ocala to Jacksonville.

Mutual Adds Eight Affiliates

Mutual Broadcasting System has added WAPO, which has been with ABC, as an affiliate. The station will have a dual affiliation. Mutual also has added seven former independents: WGET, Gettysburg, Pa.; KVON, Napa, Cal; WAIT, Chicago; KIHO, Sioux Falls, S.D.; WCOW, Sparta, Wis.; WORX, Madison, Ind., and KTRI, Bastrop, La.

Bergmann Takes Over Palmer

John M. Palmer, owner of Palmer Associates, New York merchandising company, has turned over ownership of the concern to Charles H. Bergmann, who has been with Palmer 22 years. Mr. Palmer, who founded the company 40 years ago, is a former president and chairman of Point-of-Purchase Advertising Institute.

Imported Car Names Lightman

Imported Car Rentals Inc., New York, which calls itself "the largest imported car rental organization in the U.S.," has appointed H. Allen Lightman Inc. to handle its advertising. The company plans to reach business and financial executives through advertising in the *New York Times* and *Wall Street Journal*.

Revere Adds Five Accounts

Revere Advertising Inc., Minneapolis and Chicago, has added the following accounts: Flambeau Plastics Corp., Baraboo, Wis.; Cemstone Co., St. Paul; St. Croix Valley Stone Co., Stillwater, Minn.; Delta Films, Minneapolis and Chicago, and Weavewood Co., Minneapolis.

Coleman-Parr Adds Two

Bob Gamm has joined Coleman-Parr, Los Angeles, as publicity director, a new position. Gerald Rolfing has joined the agency as a copywriter. Mr. Gamm formerly was publicity director of Bishop & Associates, Los Angeles; Mr. Rolfing previously was a free lance writer.

supervisor, advanced tool engineering; Stanley Rusczik, production engineer; and Robert C. Wright, chief, production engineering, for P & W—and, front, Claus L. Sporck, V.P., Lodge & Shipley Co.

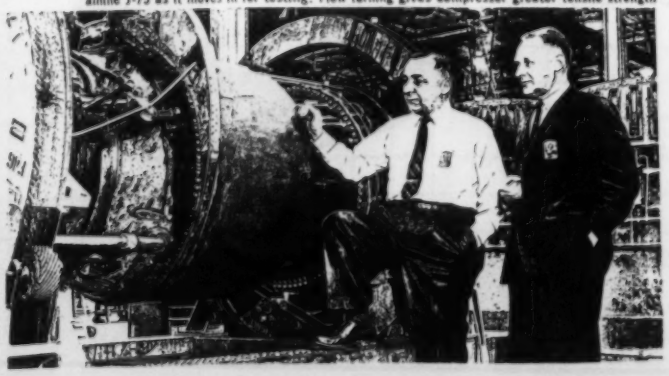
The difference between a 2-oz. jigger and a combustion chamber case for a 25,000-pound-thrust class J-75 jet engine is years of planning, imagination, engineering—and purest optimism. But it's typical of the manufacturing miracles that Pratt & Whitney Aircraft brings off as a matter of course.

The power plants for jet transports which now fly the Atlantic in 6½ hours are lighter, faster and stronger because a Norwegian engineer placed a 2-oz. jigger on the desk of the chief of advanced tool engineering at P&WA. The piece was unusual: seamless, even-walled, lightweight, finely-finished, and made on a machine that literally "flowed" a metal ring into cylindrical or conical shapes.

Here was an idea—if only it could be done on a large-enough scale. P&WA manufacturing men decided to give it a try. They teamed up with machine tool manufacturers Lodge & Shipley to produce the first flow turning machines in the U.S.—and the giants that are now turning out compressor cases and other highly stressed parts for P&WA jet engines.

The story of flow turning (*or shear forming as it is sometimes called*) has been told in detail in American Machinist/Metalworking Manufacturing. It's a story of the constant search for better ways to make things of metal. Our job is to keep manufacturing management men in metalworking posted on developments that will help solve manufacturing problems. More than 41,000 of them turn to AM/MM for just that kind of help. Here, then, is the ideal place to show how *your* product can help them!

Finished product—Bob Wright and Lyman J. Smith (r.) superintendent of Assembly & Test examine J-75 as it moves in for testing. Flow turning gives compressor greater tensile strength



If your product is sold to metalworking, your advertising belongs in

American Machinist / ***Metalworking Manufacturing***

A McGRAW-HILL PUBLICATION • 330 W. 42nd STREET, NEW YORK 36, N.Y.

FIRST RATINGS!

"THE FOUR JUST MEN"

TOPS ACROSS U.S.A.!

LOS ANGELES
15.3 ARB/Nov. 1959 7-station market

SEATTLE
25.5 Pulse/Oct. 1959 4-station market

MIAMI
19.3 ARB/Oct. 1959 3-station market

BOSTON
17.4 ARB/Oct. 1959 3-station market

I T C INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

Advertisers Don't Sponsor Trand Associates' Radio Shows; They 'Subsidize 'em Instead'

NEW YORK, March 15—Although the Federal Trade Commission has revealed that it has turned its searchlight on eight companies involved in "plugola" (AA, March 7), this does not seem to have squelched some of the plug men.

Trand Associates, a radio program packager and syndicator, has been operating on a principle of sub rosa advertising since 1957. The company produces five-minute daily radio shows, such as "Celebrity Talk," with hostess Maggi McNellis; "At Home with Virginia Graham" (formerly called "Decorating Today") and "Ladies First" with Ilka Chase and Anita Colby alternating as hostesses. The shows are "subsidized, rather than sponsored," Trand's public relations representative, Larry Penzell, explained.

■ This is how "Celebrity Talk" operates: Leading show business personalities are invited to recording sessions in New York's Sheraton East Hotel each Tuesday afternoon. Before the show is recorded, Maggi McNellis has a "warm up" session with each celebrity. During this session, the guest is asked if he would be willing to mention the "subsidizer's" product during the interview. If the guest is agreeable, and he usually is, he will weave a mention of the product, but not usually by name, into the conversation.

For example, if the Cherry Growers Assn. is paying for the show, cherries will be mentioned some place in the interview. Miss McNellis might swing the conversation around to baking, and her guest could then mention that cherries are one of her favorite foods and she often uses them in making pies and cakes. The association is not referred to by name, but the product is promoted, in the hope that listeners will be induced to increase their use of it.

■ Listeners are never told, "This is the commercial"; it is slipped right into the conversation. Not every show mentions a subsidizer's product, but most of them do.

Some six to eight shows are recorded during one session, each show with a separate guest. The interviews are then edited to five-minute lengths and are placed on records, six interviews per record. The records are sent to the stations carrying the series, and the interviews are aired one per day, six days per week. The stations may run the show at any time during the broadcasting day.

■ Over 200 stations have been carrying "Celebrity Talk." Stations pay nothing for the show. Advertisers pay $400 per show, or $300 per for 13 shows or more. They are requested to pay 50% upon placement of the order and the remainder when the interview is completed.

Among Trand's clients have been Knox Gelatin, the Cherry Growers Assn., National Broiler Council, Mushroom Institute, Wallpaper Institute, Karo corn syrup, Bissell Carpet Sweeper Co., Ac'cent International and Evaporated Milk Assn.

■ Stations are told that the cost of producing the show is absorbed by various subsidizers. The stations, in turn, are free to sell adjacencies to the show to local advertisers.

Trand's president, Dudley C. Andrews, explained that with this type of programming, everyone is happy. The shows' subsidizers, most of which are associations, are content, because they are able to get mention of their products on a large lineup of stations at a minimal cost. The stations, he explained, are happy with the ar-

Selling Television Sets?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene
PITTSBURGH, PENNSYLVANIA

rangement, because they are able to get quality programming, with well known personalities, free of charge.

■ The Sheraton East Hotel, which donates the facilities of its "Knight Box" room, is happy, because it gets a mention on the show. And the celebrities, who appear gratis, are pleased to have an opportunity to promote their latest books or pictures or whatever else they may want to publicize.

■ Some of the guests who have appeared on "Celebrity Talk" are Ginger Rogers, Lana Turner, Milton Berle, Faye Emerson, Betsy Palmer, Jack Carter, Susan Strasberg, Celeste Holm, Greta Thyssen, Simone Signoret, Eddie Bracken, Marion Marlowe, Jackie Leonard, Walter Pidgeon, Cliff Arquette, Orson Bean, Joey Adams, Ben Gazzarra and Dina Merrill.

Trand is currently working out details of a daily five-minute show starring Zsa Zsa Gabor, to be underwritten by Exquisite Form Brassiere. The radio show was to have gone on the air Feb. 22 but has been held up for a change in operation. #

Poorer Shows Cause Dip in Viewing in Summer, Roslow Says

NEW YORK, March 15—People don't watch television as much in the summer as the winter because the programs are inferior.

This is the inference to be drawn from a Pulse Inc. study of viewer reactions to summer fare. The study, covering 1,000 families in this area, was made last September.

While nearly half of the sample —46.5%—said somebody in the family was away on vacation during July or August, it was emphasized that some members of the "vacationing" families were at home while the others were away. About 35% of the vacationers said they had tv sets available at their vacation spots, and most of the families which went away for the full summer had a set with them.

"These results suggest that in any given week in July or August, the potential television audience, in terms of homes that could watch television, is only slightly lower in the summer than during the rest of the year—possibly as little as 8% to 10% lower," Dr. Sydney Roslow, director of Pulse, said.

■ Pulse pointed to these findings to support its conclusion that the dropoff in July and August viewing is due to the quality of summer programming:

• "Some 53% of the viewers reported that they did less viewing in the summer of 1959 than in the previous year during those hours when they were at home and could spend time watching. Only 7% said they viewed more."

• "Those who viewed less attributed this, in the majority of instances, to the fact that they didn't like the summer programs (27%) or didn't like repeats (35%). Only 15% referred to the hot weather, with 13% indicating that they were busy with other things."

• "One out of four viewers said that the programs aired last summer (1959) were worse than those aired the previous July and August; 13% believed they were better."

• "Two out of three people were opposed to re-runs. What's more, almost four out of ten viewers (38%) felt that they would spend more time watching during the summer if fewer repeats were aired. On the other hand, 25% indicated that they would have viewed less if it were not for the re-runs available to them." =

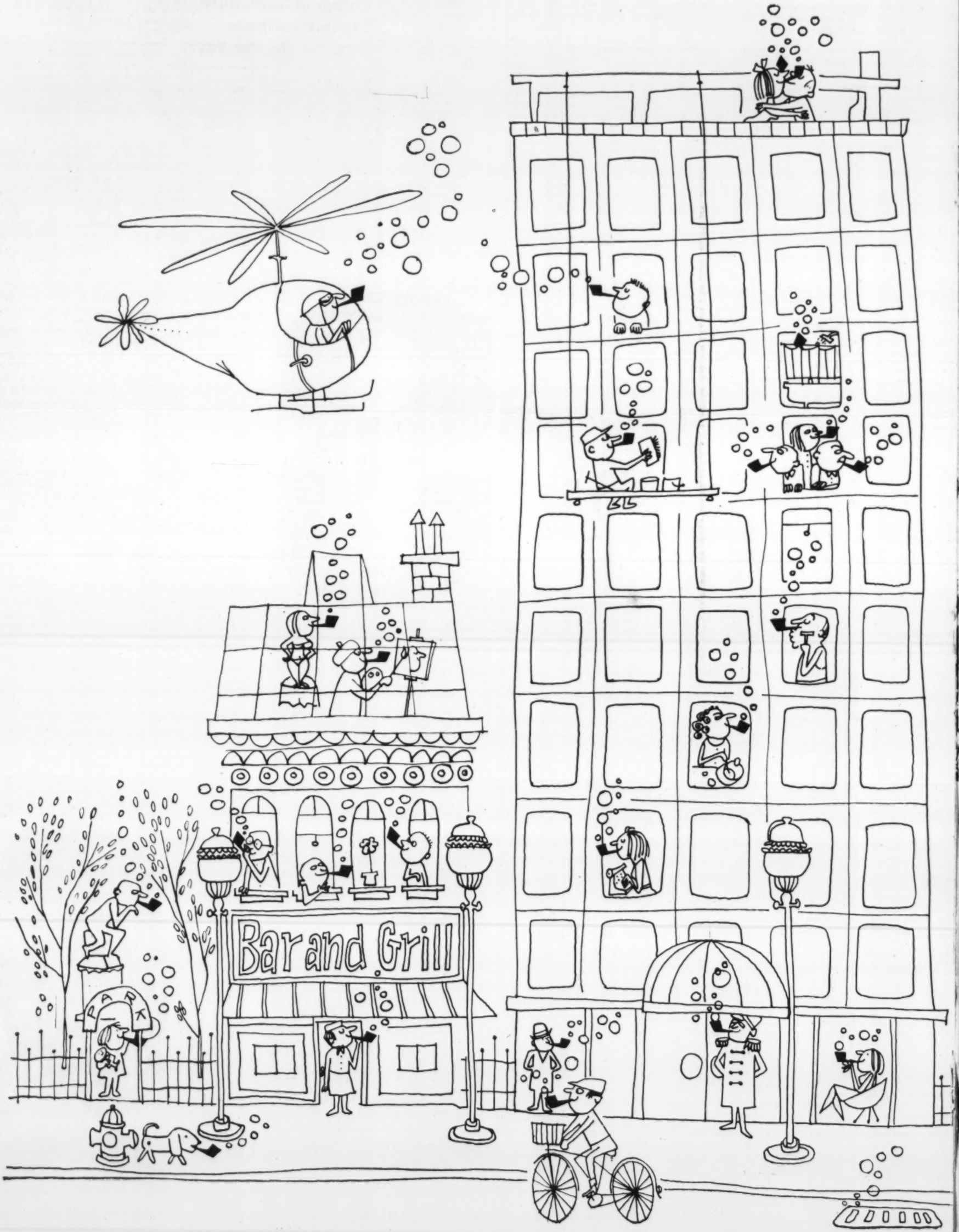
De Vogelaere Joins 'This Week'

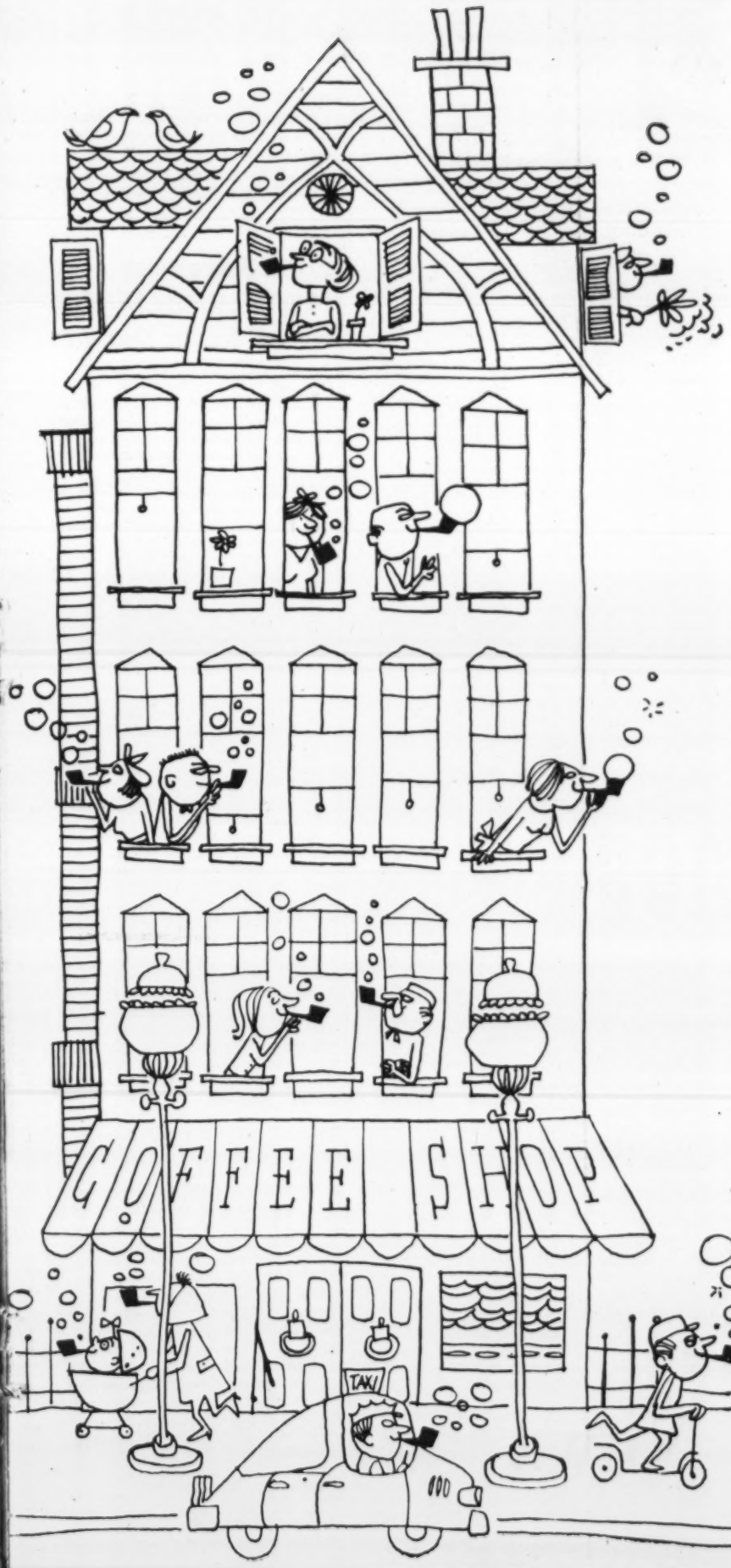
Robert De Vogelaere, formerly with *National Geographic Magazine*, has joined the Chicago sales staff of *This Week Magazine*.

The handsome sales results achieved by WNBQ produced a solid 33.3% increase in total billings for the station in 1959 — an all-time WNBQ high. Dollars-and-cents proof that WNBQ's wide-ranging programming reaches Chicago's total audience and that more and more advertisers are sold on WNBQ every day.
WNBQ • NBC Owned • Channel 5 in Chicago • Sold by NBC Spot Sales

IT'S

"You mean I can get large size,* quality printing in FULL COLOR and still save money!"
Yes, prove it to yourself! Just call or write.
* Up to 5000 sheets — Up to 40" x 60" size!
BLACK BOX
BLACK BOX COLLOTYPE STUDIOS, Inc.
Avenue 3-0282
4840 W. BELMONT AVE., CHICAGO 41
Representatives in principal cities


Bar and Grill



Media's Law:

To a peddler of bubble-pipes the pulling power of an advertising medium is equal to the number of bubble-pipes peddled.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

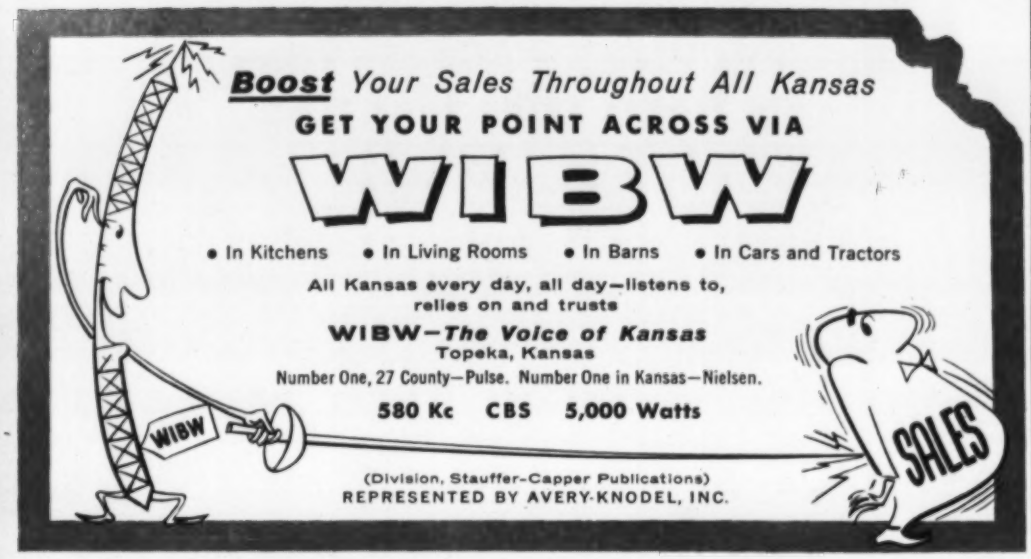
Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

The Chicago Tribune


Boost Your Sales Throughout All Kansas
GET YOUR POINT ACROSS VIA
WIBW
• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors
All Kansas every day, all day—listens to, relies on and trusts
WIBW—The Voice of Kansas
Topeka, Kansas
Number One, 27 County—Pulse. Number One in Kansas—Nielsen.
580 Kc CBS 5,000 Watts
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.
WIBW
SALES

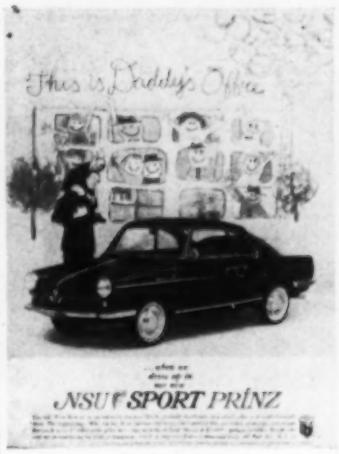
TvB's New Offices to Have Tape Recorder Facilities

When the Television Bureau of Advertising moves to its new offices at 1 Rockefeller Center, New York, some time during the summer, the bureau will have a new selling tool—a tv tape recorder for b&w and color shows.

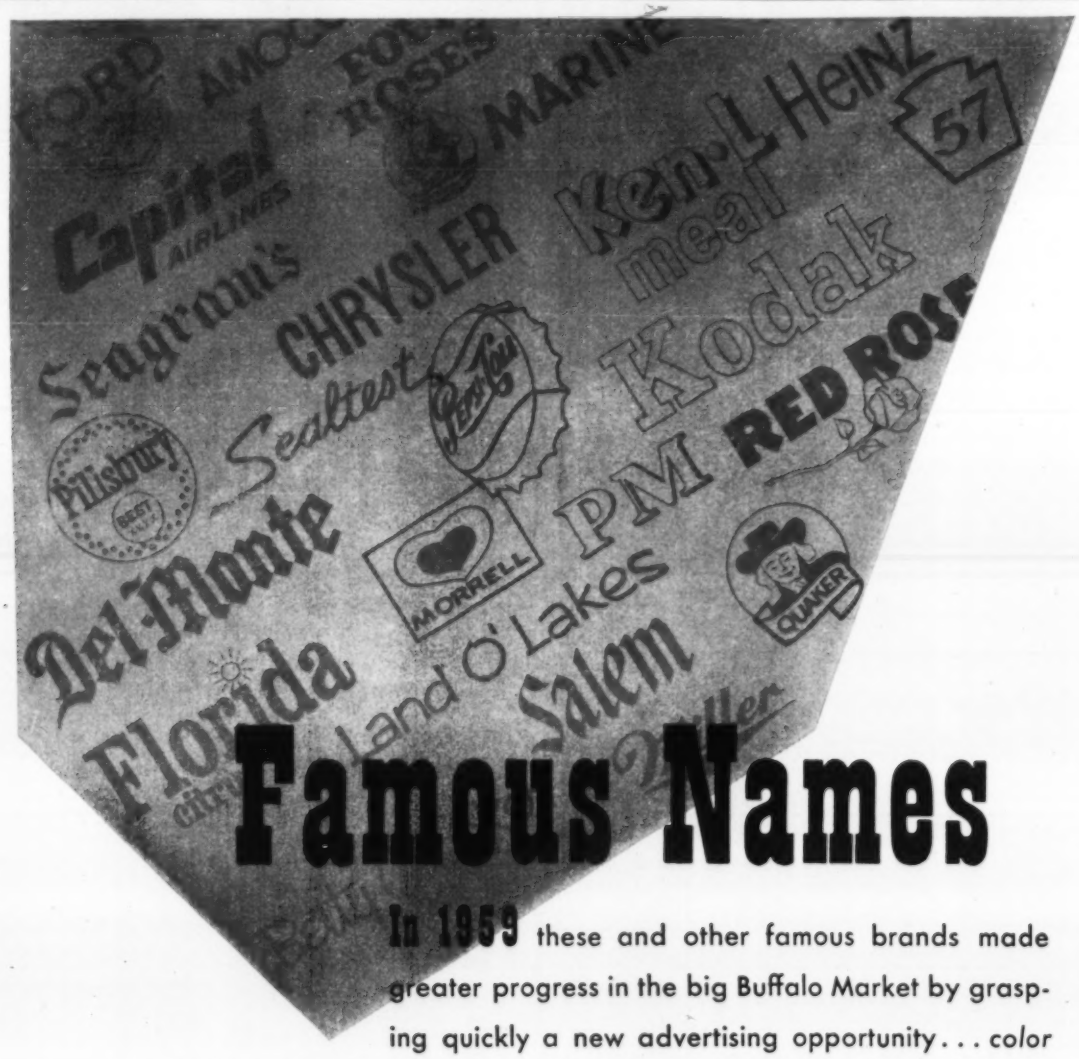
"Installation of the recorder at our new offices will enable TvB to keep pace with the rapidly changing techniques of programming and commercials," Norman E. Cash, president of the TvB, said.

Creamer-Trowbridge Co. Adds Case to Name

Creamer-Trowbridge Co., Providence, R. I., changed its name to Creamer, Trowbridge & Case, effective Feb. 29. Harry L. Case joined the agency two years ago as an account executive and was elected a vp in August, 1958. He was named to the board of directors in April, 1959.



CHILD'S EYE VIEW—*Fadex Commercial Corp. will introduce the NSU Sport Prinz, a new $2,200 German import, with this four-color insertion in The New Yorker, Road & Track, Sports Cars Illustrated and Sports Illustrated. Chester Gore Co. is the agency.*



Famous Names

In 1959 these and other famous brands made greater progress in the big Buffalo Market by grasping quickly a new advertising opportunity... *color advertising* in the *Buffalo Evening News*. National and local advertisers used **over ONE MILLION lines** of color space in this, the first full calendar year of **NEWS COLOR** in Buffalo.

In Buffalo only the NEWS gives you full color... full coverage... full six days a week.

BUFFALO EVENING NEWS

KELLY-SMITH CO.—National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

Farm Advertiser Must Motivate Dealer, Hegel, Butler Declare

CHICAGO, March 15—The manufacturer must motivate dealers in farm products to sell his wares, Gene Hegel, president of Creative Service Associates, Dayton, told the Chicago Area Agricultural Advertising Assn. last week.

Mr. Hegel was assisted in presenting a program on motivating and activating dealers by Don Butler, Creative Service vp in charge of sales. Mr. Butler told the group the total number of farm products dealers has dropped within the past few years. He said dealers are not performing their duties because "they don't know how, they lack the ability and they don't want to."

■ One of the common failures of manufacturers, according to Mr. Butler, is that they do not follow through on their own advertising promotions; they neglect to use key people in the field to support the programs.

Mr. Hegel said a manufacturer can motivate a dealer to sell by coordinating advertising, sales and sales promotion activities so they aid the dealer, rather than confusing him. Mr. Hegel said manufacturers also can motivate their dealers by (1) setting a good example—good salesmanship and company efficiency, for example; (2) cleaning house—reducing the number of dealers, thus eliminating marginal ones; (3) by showing him how to sell and (4) with incentives, but only after first training him. #

Avery-Knodel Names Four

Avery-Knodel, New York, radio-tv station representative, has promoted Robert J. Kizer, previously a tv salesman, to the new post of assistant director of television sales. The company also has named Joseph P. Foley a tv salesman; Albert W. Oberhofer to the radio sales staff in Chicago, succeeding Stuart I. Mackie, who moved to the tv department, and William Schrank, a radio research specialist in New York. Mr. Foley formerly was with Strong Publications. Mr. Oberhofer previously was with Bolling Co. Mr. Schrank formerly was with the Radio Advertising Bureau.

Kopfmann Named VP

Moore Publishing Co., New York, has appointed Rudolf R. Kopfmann a vp. Mr. Kopfmann formerly was advertising sales manager of the company's gas publications.

"I like Life best."

"I like Good Housekeeping best."

"I like McCall's best."

"I like Look best"

BE THE FIRST TO TELL YOUR MEDIA MAN

There's a new market to be tapped. Because of the accelerating increase of people over 65, construction and operation of nursing homes and homes for the aging is now one of the nation's fastest growing industries. (4-month growth: 502 homes at an estimated total cost of $278 million)

Learn the dimensions of this market in our B P R D ad or by writing to . . .

PROFESSIONAL
nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

Vosburg Succeeds Segur at Lambert & Feasley

Harry A. Vosburg, formerly with Market Planning Corp., a division of McCann-Erickson, has joined Lambert & Feasley, New York, as vp and director of research, replacing Roy F. Segur, who is leaving the agency April 1. Mr. Vosburg was with Cunningham & Walsh for a number of years before joining the McCann unit.

Lambert & Feasley also has named John H. Byrne, formerly senior vp of Hockaday Associates, assistant account supervisor on DuBarry cosmetics and Richard Hudnut toiletries and hair products.

Petry Names Three

Joe Raffetto, formerly sales manager of *U.S. Radio*, has joined the sales staff of Edward Petry & Co., New York, radio-tv station representative. Petry also has named Rollin P. Collins Jr., previously an account executive at WBBM, Chicago, to its Chicago sales staff and William J. Mathews Jr., formerly with Petry's radio research staff, an account executive in New York.

Puerto Rican Show Set for U.S.

WKAQ-TV Telemundo, San Juan, Puerto Rico, in association with Milton H. Lehr, producer-director, will produce a bi-lingual series of 39 half-hour shows for showing in U.S. cities which have a large Spanish-speaking population. The musical-comedy series, to be called "Showtime in Puerto Rico," will feature talent from the island.

Philip Morris' '59 Sales Climbed 4.5%, Net Income Rose 2.6%

NEW YORK, March 15—Philip Morris Inc. registered a record $460,495,000 in net sales in 1959, a 4.5% gain over 1958's $440,834,000. Net income for '59 was $17,529,000, or 2.6% up from the previous year's figure of $17,090,000.

Reporting the figures in its annual report, Philip Morris attributed its record sales to "the continued strength of our cigaret brands." Of 1959 cigaret sales, the report said, 75% was accounted for "by products the company did not have five years ago."

The company, which spent an estimated $23,000,000 for advertising in 1958 (AA, Aug. 31, '59), did not indicate its '59 expenditure. It said, however, that the "strongest advertising program" in its history was used to support its cigaret brands.

Philip Morris introduced Alpine, a "high filtration, lightly mentholated filter brand," and the report said that while the brand had an "encouraging" launching, the "high introductory marketing costs acted to curtail the company's 1959 net earnings."

■ To "draw added value from the association with the sport," the report said, "Philip Morris hired four of the best-known New York Giants (football) players as salesmen for the off season."

The company used tv for "balanced programming." "Perry Mason," "The Many Loves of Dobie Gillis," "Rawhide," "Troubleshooters" and "Douglas Edwards and the News" were used.

Magazines used were *Esquire, Life, Look, The New Yorker, Saturday Review, Sports Illustrated, The Saturday Evening Post, Time,* and *TV Guide.*

"And, as they have for six years," the report said, "some 235 college newspapers carried a humor column written for the company by Max Shulman."

■ Parliament increased its sales 40% over 1958, the report said, and "was the second largest selling cigaret" in the high filtration field. "Marlboro maintained its leading position among medium filter brands. Accounting for roughly 50% of the industry's filter sales in boxes, Marlboro is the largest selling cigaret in such packages in all 50 states.

"The Philip Morris brand, while following the industry's downward trend for non-filter cigarets, slowed its rate of decline considerably. Benson & Hedges still leads the field in the premium price, premium quality category." #

Brown-Forman Promotes Four

The resignation of Frank Johnson as promotion director of Brown-Forman Distillers Corp., Louisville, has prompted four new appointments. Kelly Stenquist, formerly brand promotion manager for Old Forester, imports of Jos. Garneau Co. and products of Erven Lucas Bols Distilling Co., has been named to replace Mr. Johnson. J. Paul Cole, formerly brand promotion manager for Early Times and King blended whisky, has been appointed to succeed Mr. Stenquist. Ernest M. Baltz, formerly southern regional merchandising manager, succeeds Mr. Cole, and C. R. (Bud) Ballard, formerly assistant southern regional merchandising manager, succeeds Mr. Baltz.

Truchess Design Studio Bows

Frederick Truchess, formerly group art director of Benton & Bowles, has opened Frederick Truchess Design Studio for advertising and packaging with offices at 175 Fifth Ave., New York.

The Houston Post's circulation soars into first place—daily and Sunday!

According to the latest ABC Publisher's Statements, The Houston Post is Houston's largest newspaper **daily** and **Sunday** . . . seven days a week!

Like to throw a few figures into the adding machine and see what comes back? Try these: 13,618 more readers daily and 1,942 more Sunday readers than the second Houston newspaper . . . and at the same line rate! The arithmetic is simple. The HOUSTON POST is the obvious buy for the Houston market.

When you plan your next newspaper schedule for the Houston market, remember THE HOUSTON POST is Houston's number one newspaper—your **first** buy.

The figures tell the story. Use the leader —advertise in THE POST.

	DAILY*	SUNDAY*
The Houston Post	**209,066**	**218,509**
The Houston Chronicle	195,448	216,567
The Houston Press	101,398	

*ABC Publisher's Statement, September 30, 1959.

THE HOUSTON POST Member

Represented nationally by Moloney, Regan and Schmitt

"I like Ladies' Home Journal best" *"I like Life best."*

"I like Ladies' Home Journal best" *"I like Good Housekeeping best."*

"I like Ladies' Home Journal best." *"I like McCall's best."*

"I like Ladies' Home Journal best" *"I like Look best"*

CONFIRMED AGAIN: WOMEN LIKE THE LADIES' HOME JOURNAL BEST

The Hooper research people put together the pictures. They confirm what discerning advertising men have long surmised: most women like the Ladies' Home Journal better than any other women's or picture magazine they subscribe to or read regularly (the February Journal, for instance, was a sellout!). The Hooper report* proves again that getting a magazine into the home is easier than getting it into the heart. A fascinating study; your Journal man has it. He's just a phone call away.

*A COMPARATIVE STUDY OF WOMEN'S PREFERENCE FOR 5 MAGAZINES

TRENTON TOPS THE DELAWARE VALLEY

Natty dressers, these Trenton folk. Survey of Buying Power statistics demonstrate they spend more per family on clothing (*and* food *and* furniture *and* cars) than the citizens of any other DelVal city.

AND THE "TIMES" IS TOPS IN TRENTON!

The Trenton Times is the dominant newspaper of its market. That means it reaches 73% of metropolitan area households, 96% of city zone. Beats the Trenton coverage of Philadelphia papers nearly 10 times over.

TRENTON TIMES

Represented by SAWYER-FERGUSON-WALKER CO.

Coming Conventions

*Indicates first listing in this column.

*March 31-April 1. Radio Advertising Bureau, national radio advertising clinic, March 31, Waldorf-Astoria, New York; April 1, Sheraton-Blackstone, Chicago.

April 1-3. Eastern Intercity Conference of Women's Advertising Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 14-16. Advertising Federation of America, 2nd District, Skyline Inn, Mt. Pocono, Pa.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Third Edition of 'Public Relations' Published

The third edition of "Public Relations—Principles, Cases & Problems," by Bertrand R. Canfield, has been published by Richard D. Irwin Inc., Homewood, Ill. The third edition of the book, originally published in 1952, has been rewritten and illustrated to include recent developments in the changing p.r. field. This edition was planned for teachers and students as a basic text in p.r. in colleges of business administration and journalism.

Mr. Canfield is director, distribution division, public relations, Babson Institute of Business Administration. Price of the 618-page book is $9.

Offers Regional Editions

The *American Press* has announced availability of regional editions, covering any combination of states in which it has circulation. The magazine said advertisers can select any combination of states provided circulation exceeds 4,000. Rate for the regional edition is $50 per 1,000.

KILT

HOUSTON, TEXAS

WINS NATIONAL RAY-O-VAC BEST SELL AWARD

In announcing KILT as the national winner, Arthur B. Karstaedt, Ray-O-Vac customer relations manager, said:

"The fact that Station KILT won top place is a tangible indication of the hard work, ingenuity and excellent co-operation that the station gave in making the Ray-O-Vac spot radio campaign so successful in the Houston area."

Left to right – Wally Mahan, Houston Volkswagen Dealer; S. J. Evans, Houston Ray-O-Vac Representative; Bill Weaver, General Manager KILT; A. M. Anderson, Merchandising Manager Ray-O-Vac, shown with KILT Volkswagen first prize.

KLIF WAKY KABL KTSA KEEL

THE LATEST NIELSEN*

(or one more clue on how to get ahead on television)

	AVERAGE AUDIENCE RATINGS*
ABC-TV	20.8
NET Y	20.4
NET Z	18.5

Analyze TV Networks by their ratings. Or by the number of firsts for prime time half-hours. (ABC–15, Net Y–13, Net Z–7.) Or by the firsts for evenings of the week. (ABC–3, Net Y–2, Net Z–2.) Any way you look at them, the percentages are riding with you on ABC Television.* (*HINT: since no wise sponsor goes by the standings alone, you'll want these added facts: ABC's audience, attracted by ABC's action-adventure and family comedy programming, is a young audience**—with growing, consuming families. And you do business with them at the lowest cost—$2.88 per M homes per commercial minute.†*)

ABC TELEVISION abc

Source: *Nielsen 24 Market TV Report, week ending Feb. 28, 1960, Mon.-Sun., 8-10:30 P.M., average audience basis. National NTI Report: **Age of head of house under 55 years, Nov.-Dec., '59. †Average Audience, 8-10:30 P.M., Jan., '60—estimated time, Dec. 1, '59 and published talent cost.

Kelly Leaves Lynn Baker

Philip J. Kelly, vp of Lynn Baker Inc., New York, since May 1, 1958 (AA, April 28, '58), resigned from the agency March 8. Mr. Kelly, president of the Sales Executives Club of New York, declined to say why he resigned. Mr. Kelly had been marketing vp of Calvert Distillers Co., a division of the House of Seagram, prior to joining Baker.

Burnett Appoints Two

Walter Sachs, formerly a senior producer at Ogilvy, Benson & Mather, has joined Leo Burnett Co. as a commercial supervisor in its New York office. Robert F. LaChance, who had been commercial production supervisor in Burnett's Hollywood office, will assume the same title in New York.

DCA Food Appoints Klein

Mel Klein, formerly assistant advertising manager of Barricini Candy, has joined DCA Food Industries, New York, as assistant brand manager.

Egypt-Syria Group Finishes Training to Set UAR TV Net

BOSTON, March 15—Ten visitors from the United Arab Republics, now undergoing intensive study at Boston University's school of public relations and communications, will return to the UAR in June to set up the first television network in their country.

After a six-week course covering all phases of tv programming, the students—eight from Egypt and two from Syria—will work at various tv stations throughout the U.S. to accumulate some on-the-job experience before returning home.

■ "We intend to have sponsors, as you do in your country," said Hassan Helmy, one of the group, but he said commercials will be limited to one at the beginning of a program and one at the end.

"American television commercials are deplorable," he said. "There are so many of them. They completely disrupt the mood of a drama."

The UAR tv network will be controlled by a committee of 12 men, appointed by the President.

Income for the network will come from commercials, government subsidies and annual licensing of tv receivers.

■ Current plans call for two stations, one in Damascus and one in Cairo. Within three years the network hopes to have seven relay stations covering the entire UAR.

Programming will be on two channels, one of which will broadcast six hours a day in Arabic, the other for three hours a day in a foreign language. Drama, entertainment, public affairs and educational programs will dominate. #

NBC-TV Names Four VPs

NBC-TV, New York, has given the title of vp to three executives and added Felix Jackson as vp assigned to the program department for the West Coast. Harold F. Kemp has been named vp in charge of nighttime programs for the West Coast, Richard L. Linkroum, vp in charge of special programs, and David W. Tebet, vp in charge of talent relations.

Mr. Kemp was formerly ditor, live nighttime programs, West Coast; Mr. Linkroum, director, special programs, and Mr. Tebet, director, talent relations. Mr. Jackson, a producer and writer of tv and motion pictures, has been producer of CBS-TV's "Studio One."

Keever Joins Filmaster

H. Weller (Jake) Keever has resigned as vp in charge of sales at California National Productions, NBC's tv film distributing subsidiary, to become head of sales at Filmaster Productions, Hollywood. He will work out of the tv film producer's New York office.

Shepherd Joins WLOS-TV

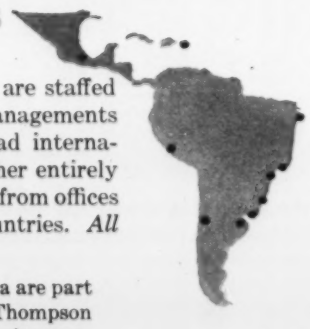
Don Shepherd, formerly promotion director of Southeastern Newspapers, owner of WRDW and WRDW-TV, Augusta, Ga., has assumed the same title at WLOS-TV, Asheville, N. C.

Grant Joins 'Redbook'

Joseph Grant, formerly Chicago manager of *Woman's Day*, has joined the sales staff of *Redbook*. He will cover the Ohio territory.

All of the talent was Latin American. The directorial and technical staff was Latin American. Production was by C R T-Magnus Productions under the direction of J. Walter Thompson Company personnel from Latin America and the U. S.

TV SPECTACULAR—made in Latin America especially for Latin American markets



This history-making television spectacular introduced the Wonderful New World of Fords for 1960 to markets in Latin America.

It was filmed below the border with the cream of Latin American musical-comedy talent. Production was by C R T-Magnus Productions under the direction of J. Walter Thompson Company personnel from offices in both Latin America and the United States. *The impact was outstanding.*

For 30 years, throughout Latin America, the J. Walter Thompson Company has pioneered in the development of modern creative advertising and marketing practice.

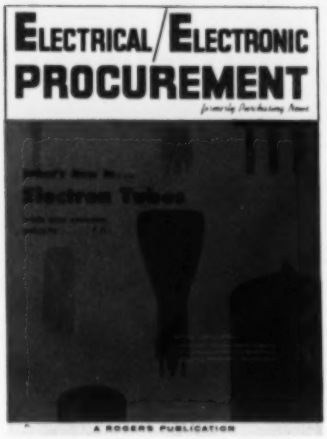
Our ten Latin American offices are staffed by more than 600 people. The managements of these offices are men of broad international experience. Staffs are either entirely nationals—or are men advanced from offices in other Latin American countries. *All know the markets intimately.*

These ten offices in Latin America are part of a network of 44 J. Walter Thompson Company offices covering the major markets of the free world.

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami, Mexico City, San Juan, Buenos Aires, Montevideo, São Paulo, Rio de Janeiro, Porto Alegre, Recife, Lima, Santiago *and major markets of the free world.*

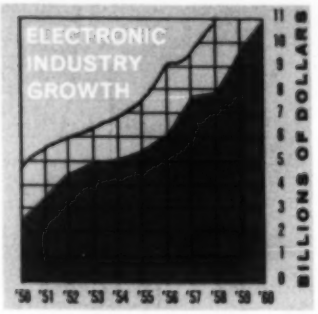
ANNOUNCING...



...A NEW, EXPANDED SERVICE FOR BUYERS OF COMPONENTS, MATERIALS AND TEST EQUIPMENT IN THE ELECTRONIC OEM

Effective with the May issue, PURCHASING NEWS specializes to become ELECTRICAL/ELECTRONIC PROCUREMENT

To keep pace with the increasingly competitive Electrical/Electronic Industry, the need for a *specialized, technical* approach to the interests of engineering-oriented buyers in the Electronic OEM has become obvious. Therefore, the editors and publishers of PURCHASING NEWS, long the outstanding technical news and ideas magazine for the general OEM buyer, are moving to provide exclusive monthly saturation coverage of new products, technology, buying methods, value analysis, etc. of primary interest to the 15,000 members of the Electronic OEM Procurement fraternity.



Electrical/Electronic Procurement now provides the only direct rifle shot line of communication to this giant buying influence of today in the source selection of electrical/electronic components, materials, test equipment and services.

Present advertising in PURCHASING NEWS considered non-compatible to ELECTRICAL/ELECTRONIC PROCUREMENT will be allowed to cancel without incurring short rates. For new advertisers, plate closing for the May issue is April 20. Contact your nearest representative for new rate information, including package plan rates available with ELECTRICAL DESIGN NEWS. Initial verified circulation guaranteed to be 15,000.

SALES OFFICES:

LOS ANGELES
6399 WILSHIRE BLVD.
OLive 3-9720

CLEVELAND
11955 SHAKER BLVD.
SWeetbriar 1-5414

NEW YORK
60 E. 42nd STREET
YUkon 6-2030

CHICAGO
20 N. WACKER DRIVE
CEntral 6-7883

BOSTON
1133 STATLER BLDG.
HAncock 6-7483

PHILADELPHIA
6 PENN CENTER PLAZA
LOcust 3-0812

ELECTRICAL/ELECTRONIC PROCUREMENT

formerly Purchasing News

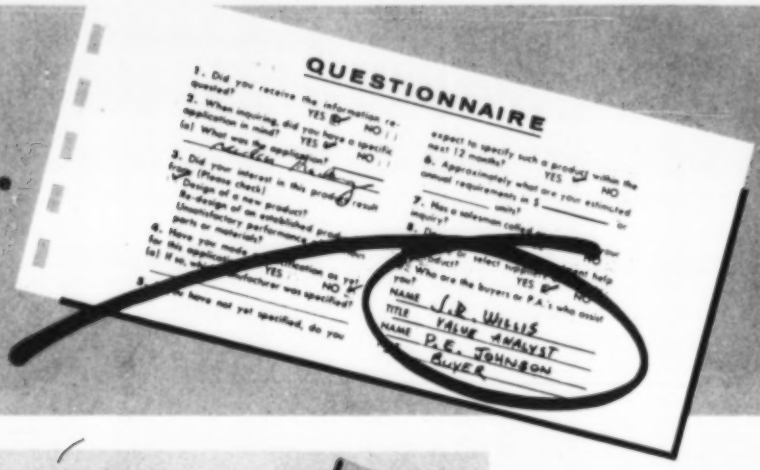
Published 12 times a year

NBP A ROGERS PUBLICATION BPA

ELECTRICAL/ELECTRONIC PROCUREMENT

. . . the only direct rifle shot line of communication to the giant buying influence of today in the source selection of electrical/electronic components, materials and test equipment.

To isolate the key buying influences who will read ELECTRICAL/ELECTRONIC PROCUREMENT, this questionnaire has been sent out to some 10,000 Electrical/Electronic Design Engineers each year since 1957 by ELECTRICAL DESIGN NEWS



STAFF-WRITTEN EDITORIAL AIMED AT PRIMARY INTERESTS OF ENGINEERING-ORIENTED BUYERS AND PROCUREMENT SPECIALISTS

Together . . . reaching both the men who specify and the men who select source in the mushrooming ELECTRONIC OEM

ROGERS PUBLISHING COMPANY • ENGLEWOOD, COLORADO

EYES HAVE IT—*This counter unit is aimed at promoting sales of Coty's full line of eye make-up products. Each item and the shade selection for it is clearly visible to customer. Lorgnette attachment and mirror bear the phrase, "Use lorgnette to select best color for your eye make-up."*

Census Bureau Offers to Match Publishers' Lists with '60 Data

WASHINGTON, March 16—The Bureau of the Census is repeating a service it made available in 1950—that of supplying census information relating to a sample of subscribers to a particular magazine.

The name-matching project is available to any publishing organization or other company whose needs can be met through the project.

The service provides for matching a sample of subscribers to a particular magazine or newspaper with 1960 census records. The matching service will give data on the subscriber, head of the subscriber's household, his family and characteristics of his housing unit.

In order to participate, it will be necessary to make subscription lists available as of April 1. Cost of participation, as roughly outlined, is expected to approximate $15,000 per organization. Exact cost will depend upon the number of publisher participants in the project and the detail desired.

Since the work can be done only after the major census tabulations have been completed, it won't get under way until late 1962.

All inquiries should be addressed to Sigmund Schor, population division, Bureau of the Census, Washington 25. #

United Artists Names Eells to New Broadcast Post

Bruce Eells, formerly exec vp at United Artists Television (which has been combined with Ziv Television Programs to form Ziv-United Artists Television), tv film distributor, has been named to the new post of director of broadcast station acquisitions for the parent company, United Artists Corp., New York. Mr. Eells will head a new division which will explore the possibilities of acquiring tv and radio stations in the U.S. and overseas. He will make his headquarters in UA's Hollywood office.

Bruce Eells

Announcement of Mr. Eells' new assignment was made following UA's purchase of the stock of Ziv Television Programs *(See story on Page 62)*.

Palmer, Codella Adds Women's Unit; Names Webb, Carr, Haft

Palmer, Codella & Associates, New York, has established a "woman's interest" department, and has named Nancy Webb as its director. Mrs. Webb joined the public relations staff of the agency several months ago after 12 years with Batten, Barton, Durstine & Osborn.

Palmer, Codella also has named Herbert L. Haft, formerly public relations manager of Esquire Corp., and Grant Carr, previously editor of *Iron Age*, account executives.

F&S&R Names Two in L. A.

Vic Rowland has joined the Los Angeles office of Fuller & Smith & Ross as a public relations account executive. He previously was p.r. director of Capitol Records. David Mathews has been named vp and director of network programs in F&S&R's Los Angeles office, succeeding the late Willson M. Tuttle. Mr. Mathews previously was Mr. Tuttle's assistant.

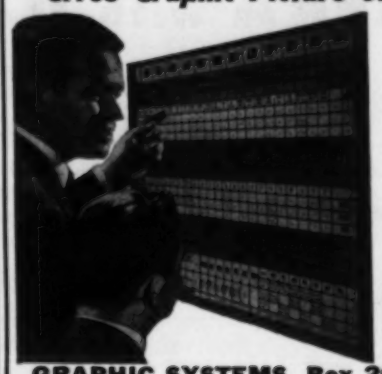
Pracht to Knipschild-Robinson

Knipschild-Robinson, Chicago, sales promotion and merchandising company, has appointed Donald P. Pracht, formerly with Buchen Co., art director.

R. Jack Scott Boosts Trieger

R. Jack Scott Inc., Chicago, has promoted Ralph Trieger, who joined the agency in 1958, to director of media.

Gives Graphic Picture of Your Operations



The BOARDMASTER Visual Control tells you at a Glance how to save time and money—prevent mixups and confusion. All facts at "eye level."

Over 500,000 organizations use this simple, flexible tool to get things done. Ideal for sales, inventory, productions, scheduling, etc. Type or write on cards, snap in grooves. Made of metal.

Full price $49.50 with cards

FREE 24-page Illustrated BOOKLET No. BG-30 Without Obligation

Write for Your Copy Today

GRAPHIC SYSTEMS, Box 267, Yanceyville, N. C.

PHIL SILVERS, CBS-TV STAR

Got it to throw away? If not, toss this idea to the boss and you might get a windfall. Just point out that Consolidated, the world's largest enamel printing paper specialist, offers *finest* quality for *less*. Whether it's a brochure, broadside or any other printed piece, he'll save money without sacrificing quality by specifying Consolidated Enamels. Get free test sheets. Have your printer test them on your next printing order, comparing quality, performance, costs. Then warm up your throwing arm.

Available only through your Consolidated Paper Merchant

Consolidated

WORLD'S LARGEST SPECIALIST IN ENAMEL PRINTING PAPERS

Consolidated Water Power & Paper Co. • Natl. Sales Offices, 135 S. La Salle St., Chicago

OFF CAMERA with JOE WEEKS

Joe Weeks is one of the "old pros" of writing and presenting newscasts. He's worked world-wide; is a successful novelist. Also successful is his 6:00 P.M. (Mon.-Fri.) News Show on WSBT-TV. The November, 1959 Nielsen rated it at 27.0%; more than double the combined ratings of other area stations! A few availabilities remain on this highly rated show.

This newscaster's view of the South Bend, Indiana, market: Advance information from national survey shows that the average household income in South Bend's Metro Area will again rank among the national leaders . . . will lead all Indiana Metro Areas. These facts are reflected in growing retail sales volume . . . 1959 food sales, for example, neared $70,000,000 in Metro Area alone. The rich South Bend market is dominated by WSBT-TV. The November, 1959 Neilsen gives WSBT-TV 47.8% share of sets in use, sign-on to sign-off in a 3 station market. Get all the facts and availabilities from your Raymer man or this station.

WSBT-TV

SOUTH BEND, INDIANA • CHANNEL 22

Ask Paul H. Raymer • National Representative

Force Inc. Adds Three

Force Inc., Paterson, N.J., has been appointed to handle advertising for Sing 'N Do Co., Ridgewood, N.J. The company produces original songs with actions coordinated with the lyrics for use of primary and elementary school teachers. Business papers and direct mail will be used. Force Inc. also has been named to handle advertising for United Leasing Inc., New York, a new company which will rent and lease all makes of cars and trucks, and for International Travel Service, Paterson.

Optical Group to Choose First Agency from 5 Candidates

Optical Manufacturers Assn., New York, looking for its first agency with the help of a 20-point questionnaire (AA, Feb. 15), is now considering a choice from among five agencies. Announcement of the winner will be made next week. The account, expected to bill $750,000, will run over the name of the Better Vision Institute.

DISPLAY—*To meet demand for butane fuel for its new Varaflame lighters, Ronson Corp., Woodbridge, N. J., is offering dealers this new dispenser display.*

Jack Johnston of Johnston Homes reveals his "Quail Creek" development plans.

$44 million residential project begun in growing Oklahoma City

"The next ten years will be the greatest for growth in the history of our community," said an Oklahoma City home builder as he announced a $44 million project of high-priced homes now being developed in Oklahoma City.

This single project of one developer calls for 860 homes, a country club and golf course, four shopping centers and four churches in a 640 acre tract within the city limits. It is the largest announced project of many projects underway in this city which is one of the fastest growing in the nation.

Announcement of this project follows a year when residential building in the state totaled some $549.3 millions, 80.5% over 1958 and four times that of 1957. Oklahoma City building permits in the first two months of 1960 are already $3½ million ahead of the same period of record breaking 1959.

Get growth in your sales with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times. Combined daily circulation reaches the equivalent of 55.5% of the families in a 58-county area where 67.6% of the state's total retail sales are made. Sunday Oklahoman reaches 47.4% of the families in the same area. The Oklahoman and Times give you the most effective advertising coverage of the state!

1959 GAINS		
Combined Daily Circulation	Up	11,790
Sunday Circulation	Up	5,085
Advertising	Up	12.94%

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Co. Represented by The Katz Agency

Noble Buy Aims to Cut Multiple Spots in Mexico City TV

MEXICO CITY, March 15—Noble Advertising has completed a major deal with Telesistema, Mexico's leading operator of television stations, for filmed and live tv shows, plus specific time slots on three local tv stations.

The Noble agency said the media buy is a direct attempt to overcome a tv spot situation on Mexico City's three channels, which is putting a minimum of six and a maximum of up to 12 tv spots of varying lengths back to back during station breaks.

The purchase will permit single spotting at a cost only slightly higher than the station spot rates, for spots of the same length, Noble said. The buy also will provide Noble with great flexibility, as clients will be moved in and out of the variety of spot carrier slots, depending on periods of desired activity based on each client's ad plans.

■ Included in the purchase were 250 Warner Bros. feature films with Spanish tv titles. These shows will be run on Channel 2 here from 4 p.m. to 6 p.m., and on Channel 5 from 9:30 p.m. to 11:30 p.m., both segments scheduled six days weekly.

A live half-hour dramatic show will be produced weekdays on Channel 2 from 6 p.m. to 6:30 p.m. A half-hour syndicated filmstrip dubbed into Spanish will be run daily on Channel 4, and will be repeated later the same day on Channel 5. #

Lark Dealers Boost Ad Budget

Studebaker Lark Dealer Assns. in Los Angeles and Orange County, Santa Barbara, Bakersfield, San Bernardino and Central Arizona, has doubled its 1960 advertising budget. Originally announced at $350,000, the budget is now $700,000. Television, radio and newspaper schedules have been expanded, and additional media are under consideration. Coleman-Parr, Los Angeles, is the agency.

American Motors Names Taube

Reid K. Taube, special field representative in the marketing and analysis department of American Motors Corp., Detroit, has been named assistant to advertising manager E. B. Brogan. Mr. Taube joined the company in 1953.

This is the spot for a commercial

His hobby may be missiles, but he's not missing *your* message! Such receptivity means only one thing: he'll buy a lot of what you sell when you sell him via Spot Radio on these great stations.

KOB	Albuquerque	WKMH	Detroit	KSTP	Minneapolis-St. Paul	WJAR	Providence	KOBY	San Francisco
WSB	Atlanta	KPRC	Houston	WTAR	Norfolk	WRNL	Richmond	KMA	Shenandoah
WGR	Buffalo	KARK	Little Rock	KFAB	Omaha	KCRA	Sacramento	KREM	Spokane
WGN	Chicago	WINZ	Miami	WIP	Philadelphia	WOAI	San Antonio	WGTO	Tampa-Orlando
WFAA	Dallas-Ft. Worth	WISN	Milwaukee	KPOJ	Portland	KFMB	San Diego	KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Meyerhoff 'Graduates' from Myzon 'Class'; Sells 'School' for $1,000,000

Company Started to Give Training in Ad Field Is Twin Success

CHICAGO, March 15—Myzon is a company and a brand, not a college, but it provided Arthur E. (Ned) Meyerhoff Jr. with nine of the most productive "postgraduate" years of business and advertising education that any adman could possibly covet.

The story begins in the summer of 1950, when Ned's father, Arthur E. Meyerhoff Sr., president of Arthur Meyerhoff Associates, Chicago advertising agency, decided to give his son some practical business experience—something that college textbooks do not provide. The younger Meyerhoff had just finished two years at Harvard University.

Together, they organized Myzon Inc., and Ned was named president of the experimental company. They bought some antibiotics and vitamins for animals and developed their own formula for a feed supplement for poultry. Thus, Myzon Poultry Builder was born.

■ "The whole idea of the company and the product was to give me some practical experience in selling, distributing, packaging, labeling, marketing and advertising," Ned Meyerhoff told ADVERTISING AGE. "We figured that after a couple of years, I would then come in and join the agency. We didn't expect Myzon to be nearly as successful as it was."

The Meyerhoffs decided on developing a product for sale to farmers because of the younger Meyerhoff's interest in the agricultural field. He started working on farms as a hired hand when he was ten and had devoted all of his summers since then to farm work. He worked on a number of farms throughout the U.S., and even on a farm in France in 1948.

The first Myzon poultry feed supplement was packaged in 40 lb. drums and was mixed with dry feed fed to sick chickens. After talking to farmers, who told him that fowl and animals wouldn't eat when they were sick, but that they would drink water, the younger Meyerhoff developed a new product which could be mixed with water. This was the first feed supplement which could be mixed with water, he said.

Later, feed supplements were developed for hogs and calves. Myzon currently markets about 15 different products.

■ The toughest problem faced by the young marketer was to sell and get distribution for the Myzon products. "This might sound like basic selling fundamentals but we started selling farmers directly from door to door. We got a very cold reception. They didn't know us, they had never heard of the product and $10 for a 3½ lb. can of unknown contents was a lot of money to a farmer."

Later, Mr. Meyerhoff decided to sell his products through feed dealers. "The going was nearly as rough with them," he said. "They told us it wouldn't sell."

The fledgling company got its first big break when Sears, Roebuck & Co. decided to give the products a test in its Madison, Wis., store. "We spent weeks calling on farmers around Madison before the product went on sale, getting them interested in Myzon," he recalled. "At that time, we had fewer than 30 feed dealers handling the products. The test turned out to be successful, and we were on our way."

Arthur Meyerhoff Jr.

■ The second major break came in the fall of 1953, in Watseka, Ill. Myzon was seeking to come into that market, but prior to running any advertising or lining up any feed dealers, Mr. Meyerhoff and other company salesmen interviewed some 200 farmers.

"At first, the farmers would not acknowledge that they had any problems or any reason for buying a product like Myzon," he said. "Then we discovered that almost all of them were plagued by laying slumps on the part of their chickens. We knew then we had a peg for our advertising campaign."

PROGRESS
ROP
COLOR
MATS

Hit Your Register Marks Right on the Nose!

Superior shrinkage-resistance and superior register-preservation—resulting from our materials and meticulous workmanship—are the reasons for more and more leading R.O.P. Color advertisers sending their plates to Progress. Want more information? Phone or write now.

PROGRESS Plate Making Company
913 Filbert Street, Phila. 7 WA 2-0447

The PROGRESS • HANSON • PROGRESSIVE Group
One of America's Most Complete Graphic Arts Organizations
Philadelphia • New York • Newark • Lancaster
Wilmington • Baltimore • Washington • Richmond

where your *Sales Story* reaches the

Today, most major advertising decisions are shaped by team effort. Chances are, in the companies and agencies you want to reach, at least three, four or more executives will influence the choice of your market, medium or service.

Industrial Marketing's monthly penetration of industrial companies and agencies is a vital factor for IM advertisers. Because IM is the only publication serving the specialized interests of those concerned with selling and advertising to business and industry, most of the men who call the shots on industrial markets and media are enthusiastic IM readers.

At Ketchum, MacLeod & Grove, Inc., for example, where the placement of businesspaper advertising is a vital aspect of the agency's activities, Industrial Marketing gets close readership by key executives. Headquartered at Pittsburgh, KM&G serves major industrial advertisers such as Alcoa, Blaw-Knox, Columbia-Southern Chemical, Gulf Oil, National Supply, Scott Paper and Westinghouse Electric. Here is what four members of the KM&G decision-making team say about IM:

Selling and advertising to business and industry

INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

ABC ABP NBP 1 Year (13 issues) $3

Mr Meyerhoff obtained proofs of a page ad that he was planning to run in the *Watseka Times*. He had blowups made into point of sale posters and distributed them to some 15 feed dealers that he had enlisted in the area.

■ "This was the first ad I ever wrote, and several of us worked on it," he said. "I thought it was a good ad, and I felt that it reached the farmers, since it stressed their major problem. Anyway, this ad set the pattern for all future Myzon ads, not only the format, but the fact that we listed the names and addresses of all dealers handling our product."

The promotion was a smashing success. A week after the ad appeared in the newspaper, Mr. Meyerhoff said, half of the dealers had sold out their supplies of Myzon.

After five years on the road as a salesman, Mr. Meyerhoff broadened his education by concentrating more on administrative, production, financial and promotional duties in Myzon headquarters, which had grown from one desk in his father's agency to a modern plant in Chicago.

■ "I used to reject some of the Myzon ads turned out by Meyerhoff copywriters," Ned Meyerhoff recalled with a chuckle. "From our experience in the field, we learned how important it was to talk the farmer's language. Copy that

New Scientific MYZON Formula in Drinking Water Helps
STOP LAYING SLUMPS
Keeps Egg Production Higher Right Through Damp, Changing Weather
. . . Costs Only Pennies A Bird
MYZON POULTRY BUILDER

sounded like city talk was something we and our agency learned to guard against."

He credited advertising with being a major factor in Myzon's success. The company used radio spots in local markets principally, but also employed newspapers, direct mail, tv spots and farm papers to tell the Myzon story. Myzon's advertising budget has been as high as $600,000, although the company normally invests around $100,000 yearly.

In 1954—its fourth year of operation—Myzon had estimated sales of $1,000,000. In 1956, sales hit a record high of $3,500,000. Sales last year reportedly ranged around $3,000,000.

■ Last year, the Meyerhoffs sold Myzon to Gray Realty Co., Benton Harbor, Mich., reportedly for about $1,000,000 (AA, Nov. 30). The new management has since changed the company's name to Myzon Laboratories and has appointed Henri, Hurst & McDonald as its agency.

After the sale, Ned Meyerhoff joined the Meyerhoff agency where he has been concentrating on new business activities. "My experience and the agency's experience on Myzon should give us some good background in the farm field," Ned Meyerhoff said, adding that the agency will be much more active in soliciting farm business in the future. #

Cowen Joins Schick

Lawrence Cowen, formerly chairman of Lionel Corp., has joined Schick Inc., Lancaster, Pa., as chairman of the board and chief executive officer. He succeeds Chester G. Gifford, who will continue with Schick in an advisory capacity.

Decision-Making Team

R. FORREST ROSENBERGER
Vice-President
Ketchum, MacLeod & Grove, Inc.

"Every marketing and advertising plan our agency produces for its clients carries the contributions of many people. This is achieved by full utilization of our integrated services—advertising, publicity, public relations, copy, art, sales and technical literature, direct mail, TV and radio, merchandising, market research, and media. Appraising contributions of each of these specialized talents calls for broad understanding and appreciation on the part of every contributor. These characteristics are the difference between cooperation and compromise. Industrial Marketing, through its diverse editorial platform, serves up articles each month that help group members gain more sophistication in their own, as well as other specialties."

W. B. PHILLIPS
Media Director

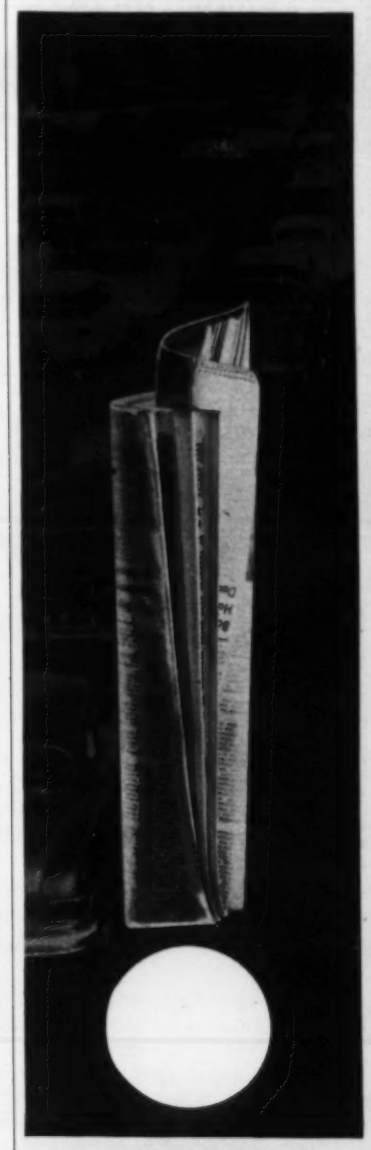
"Industrial Marketing is one magazine that I consider must reading each month. Editorial and advertising materials are informative and helpful in media work. We route IM among all key departmental people. The pages on Advertising Volume in Business Papers are especially helpful as a guide on both individual books and the industry."

DR. DORSEY FORREST
Director of Research

"One of the major benefits of Industrial Marketing to research people is its broad coverage of marketing activities. This reminds us that research, advertising, selling, etc., do not operate in a vacuum. IM enables us to keep abreast of all parts of this necessarily integrated business operation. In addition, practically every issue carries editorial material about research. I find the annual Market Data and Directory Issue particularly valuable."

L. E. GALLAGHER, JR.
Director of Merchandising

"Today's industrial client is constantly exploring new ways to sell new products in new markets, through new channels of distribution. Today's agency, through marketing and merchandising services, must offer successful solutions to meet these new challenges. Many times Industrial Marketing records this 'challenge of the new' and supplies case histories of successful solutions."



234,333
YOU CAN'T IGNORE

. . . or else you'll miss the many potential customers from the metropolitan area alone who read The Detroit Times, and your ads, exclusively (130,889 more than Detroit's morning paper). Another fact you can't ignore: 83% of Times metropolitan-area readers get home delivery. To talk to Detroit, pay heed to the Times.

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

NASHVILLE
STILL
UP THERE IN THE "First Ten" IN ROP COLOR

MEDIA RECORDS • COLOR ROP ADVERTISING • 1959

1. Milwaukee Journal
2. Chicago Tribune
3. Los Angeles Times
4. Miami Herald
5. Salt Lake City Tribune
6. Fort Worth Star-Telegram
7. Houston Chronicle
*8. THE NASHVILLE TENNESSEAN
9. Salt Lake City Deseret News Telegram
10. Minneapolis Star & Tribune
11. New Orleans Times-Picayune
12. Atlanta Journal & Constitution
13. Cincinnati Enquirer
14. Dallas Times-Herald
15. St. Paul Pioneer Press & Dispatch
16. Columbus Dispatch
17. Birmingham News
18. Denver Post
19. Cincinnati Post & Times-Star
20. Omaha World Herald

*THE NASHVILLE BANNER ranked 8th in the Nation and 1st in the South and Southwest among 6-day evening only newspapers.

A GOOD PRODUCT SELLS EVEN BETTER WHEN YOU USE R.O.P. COLOR IN THESE NEWSPAPERS

Nashville Banner
PLAN $16 MILLION IN HOMES
Evening

THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Morning • Sunday

NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

New England Newspaper Ad Execs Meet . . .

Life Insurance Ads Offer Newspapers $45,000,000 Potential Volume: Barnes

Meeting Is Told Insurance Heads Unaware of Major Selling Role Ads Can Play

BOSTON, March 15—Life insurance companies represent "a significant untapped source of advertising revenue today" despite legal restrictions and past policies, members of the New England Newspaper Advertising Executives Assn. were told today.

"Even without cutting the amount spent in other media," Donald F. Barnes, vp of the Institute of Life Insurance, said, "there is no reason why the $15,000,000 allotted by life insurance companies to newspapers in 1959 should not be multiplied three times in the next 10 years."

■ He told the 60 members attending the two-day meeting that "if newspaper advertising—or any other kind of advertising—can fit into the marketing function and can help move the product more effectively, it can result in savings which will make these funds soon available."

Mr. Barnes said premium income of the companies last year was close to $18 billion and that "even under the most severe restrictions, additional appropriations can be made available—if the medium can demonstrate to companies that it is worth while."

■ He told the regional group that basically "the stimulation, the enthusiasm and most of the cash for local advertising programs must come from home office management."

Mr. Barnes explained: "Most life insurance companies are not national in character. The great majority operate in anywhere from one to 20 states, and of the 1,400 life insurance companies active today, not more than 10 have a selling force in every state. Did I hear someone say, 'All business—including life insurance—is local'?"

■ Life insurance company presidents, he said, think of their sales dollars as dollars that include not only advertising and public relations but commission, sales promotion, training and supervision and direct mail.

They have not yet been clearly shown how advertising might brilliantly use a larger percentage of that dollar, he said.

Because of the immense amount of persuasiveness and talent which must be injected into the sale of life insurance, he stressed, operating expenses "are not as low as you would think for a business that has no heavy machinery or equipment. For the business as a whole, operating expenses come to about 17% of income; advertising might point a way toward reducing these expenses."

■ Mr. Barnes listed these as among the reasons he believes life insurance companies can use newspaper advertising:

- "It opens the doors of a specific community to a company in a forceful way.
- "It gets product recognition and individual recognition down to a local basis.
- "It can plant important ideas in the public mind—ideas that are now misunderstood or only incompletely understood.
- "It enables an agent to compete with other industries that sell things that come 'in big packages'—and do it right in the community.

■ Albert W. Lee, eastern regional manager for Pepsi-Cola, ascribed a large measure of his company's 10% volume increase in the past 10 years to the use of four-color newspaper ads and the other print media.

"Yes, the foundation for this wonderful success," he said, "was laid on print—80% of our national advertising campaign is spent on magazines, Sunday supplements and working with bottlers on . . . four-color newspaper ads."

This year, he said, "in the Boston area, bottlers in cooperation

WAVE-TV Gives You
28.8% MORE HEADACHES!

(*headaches your products can soothe, that is!*)

In any average week, at least 28.8% more people watch WAVE-TV than any other TV station in Kentucky, from sign-on to sign-off. And ALL these extra families of course have their share of headaches, sweet teeth, yens for new automobiles, etc.!

WAVE-TV gives you *much lower costs per 1,000* than any other TV station in Kentucky.

These are FACTS. Ask us (or NBC Spot Sales) for the *proof*.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

INTERNATIONAL STERLING

TRIO—*This is one of three International Silver Co. ads which will appear simultaneously in the April issue of Ladies' Home Journal to launch a major magazine drive for Sterling, DeepSilver and Stainless flatware. LHJ is the only magazine to carry the three schedules through 1960. Young & Rubicam is the agency for the Meriden, Conn., company.*

will put six full-page, four-color ads in this market. The Albany area bottlers will put 10 full-page, four-color ads in a number of papers. In the Buffalo area alone, bottlers will use six full-page, four-color ads throughout the year. Bottlers in Washington have a little larger schedule. They are putting 52 full-page, four-color ads in the *Washington Post*—one a week, all year long. We're going to be hammering away with four-color newspaper advertising."

■ He said a bottler who uses these full-page, four-color ads "classifies himself with the biggest spenders in any market."

"This, then, puts us in the same category with some of the big department store people—people who enjoy fine images within a community," Mr. Lee said.

■ Robert R. Sills, attorney in charge of the Federal Trade Commission's new Boston office, told the ad executives the FTC is in New England primarily to help solve the industry's problems, not to regulate advertising.

"The advertising industry's fear is not from regulation but from public laughter," he said.

He said he is convinced the industry should be grateful to Charles Van Doren, the disk jockeys who admitted payola and the few Madison Ave. hucksters. "The combination of all three has awakened the public to the importance of legitimate advertising," Mr. Sills said.

■ The FTC's incoming mail, he said, has been 10 times greater than normal since the furor arose, chiefly complaints from the public asking whether certain ads are misleading and "bait gimmicks."

Rather than worry about what has happened, the industry should be cleaning up the mess by creating a healthier climate for the future, he said. #

A PACKAGING FIRST BY Jackmeyer

NEW! STIK-ON BLISTER PAC

Put more 'See and Sell' in your package this fast, easy low-cost way!

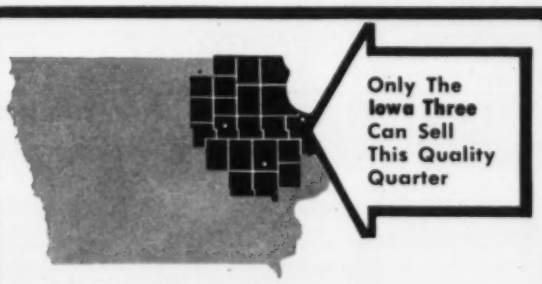
- Pressure-Sensitive STIK-ON Blister Pac seals tight with slight hand pressure.
- No Heat • No Equipment
- Easy to assemble in your own plant.

ONE COMPLETE SOURCE for all types of Blister packaging. Quality controlled all the way from art to delivery.

Call Watkins 4-0265 or write Dept. AA

JACKMEYER CORP. 253 W. 26th St., N. Y. 1, N. Y.

"... and then I forgot that without The Iowa Three you miss over 25% of the market."



QUALITY QUARTER QUIZ

We're playing the game a little different today. Here are the answers; you ask your own questions when you look into Iowa's many markets.

A. The Quality Quarter's 742,600 people make up 26% of Iowa's total population.

A. The Quality Quarter contains 218,950 households, 25% of Iowa's total.

A. The Quality Quarter accounts for 27% ($1,027,119,000) of Iowa's total retail sales.

A. The Quality Quarter's Consumer Spendable Income of $1,232,389,000 is 26% of Iowa's total CSI.

A. The Iowa Three's daily circulation of 152,845 reaches 62% of the households in the Quality Quarter.

A. The Des Moines Register & Tribune reaches only 18% of the households in the Quality Quarter daily, with a circulation of 39,721.

A. Daily circulation is far more important than Sunday, because 80% of national r.o.p. advertising runs daily.

A. Each of The Iowa Three group newspapers alone carries more total daily retail display advertising linage than either the Register or Tribune.

We've got many more answers to your questions about Iowa markets, Des Moines' so-called "state-wide" papers, and The Iowa Three. Just direct your questions to your nearest Iowa Three representative.

Color availabilities: Four-color in Cedar Rapids and Waterloo; Spot-color in Dubuque.

Don't make the same mistake of drawing conclusions without checking facts. Now, there's nothing wrong with slogans — *if* they're based on firm facts, not fanciful figures. We're talking, in particular, of a current media slogan that boldly proclaims that one state is one market. A noble thought. Yet it is our understanding that there are 50 states, 242 metropolitan markets . . . and *none of these states is one market . . . and none of these markets is one state!*

Let's look at Iowa. Great state. Grows corn, processes meat, makes tractors and electronic equipment and many other products. A profitable marketplace. And it takes *more* than one or two newspapers to reach Iowa's many markets. For example, only The Iowa Three group of newspapers can sell the Quality Quarter. And the 22 counties in the Quality Quarter make up over 25% of the Iowa market. We've got other facts, too. Just shift your eyes to the left and take our Quality Quarter Quiz. It will prove why Iowa isn't complete without the Quality Quarter . . . and you can't cover the Quarter without The Iowa Three.

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co. • Jann & Kelley, Inc. • Story, Brooks & Finley

PHOTO REVIEW OF THE WEEK

HONOR—*P. M. Fahrendorf (right), Chilton Co., Philadelphia, outgoing chairman of the National Business Publications, receives the silver scroll of service for outstanding business press leadership from Richard P. Smith, W.R.C. Smith Publishing Co., Atlanta, who preceded Mr. Fahrendorf as NBP chairman.*

LONDON RECEPTION—*Victor A. Bennett (right), head of the New York agency bearing his name, chats with the duke of Primo de Rivera, former Spanish ambassador to the Court of St. James, at London reception given for the duke, who has just been appointed head of the Spanish interests of John Harvey & Sons, British wine house. Bennett handles the Harvey line in the U.S.*

BURGIE—*This 30-sheet poster signals a new direction in outdoor advertising for Burgermeister Brewing Co., San Francisco. The word Burgie, in 8' high letters, can be seen more than six blocks away. Posters are showing all over the West, during March and April. Batten, Barton, Durstine & Osborn, San Francisco, is the agency.*

If you dare to be hated by women...
glide inside the world's most beautiful fashion foundations Distinction by Triumph of Europe

HATE CAMPAIGN—*Triumph of Europe Inc. is introducing its Distinction line of foundation garments via a series of envy ads showing a trio of green-faced "envies" trying to do away with a more attractive rival clad in the product. The opening ad, this color spread, runs in the April Vogue; other ads will run in Harper's Bazaar, New York Times Magazine, The New Yorker and Chatelaine. The three "envies" will also make publicity appearances around the country. Grey Advertising is the agency.*

VERSATILE—*Arnold Spinetti, vp and sales manager, Marin-Dell Milk Co., San Francisco, gets a chance to play a Walter Mitty role as a model in ads being created for his company by Hoefer, Dieterich & Brown. He will appear as a policeman, big league batter and football star, among others.*

Wiethan Brundage Hileman Neel Magee

ILLMOKY ELECTS—*Recently elected officers for the Illmoky Advertising Club, a tri-state group covering Kentucky, Illinois and Missouri, are A. J. Magee, publisher, Advance-Yoeman, Wickliffe, Ky., president; Dick Wiethan, station manager, KTCB, Malden, Mo., Missouri vp; Jack Brundage, advertising manager, Southern Illinoisan, Illinois vp; Don Hileman, Southern Illinois University journalism department, executive secretary; Charles Neel, advertising manager, WSPD-TV, Paducah, Ky., Kentucky vp.*

HAT TIP—*Uhler & Co., Dallas outdoor plant operator, graciously tips its hat to Industrial Dallas Inc. for the national advertising it is running in non-outdoor media. The poster was erected in downtown Dallas as a public service.*

Hood Flanley Raymond Stock Volckmann Johnsen

PAST PRESIDENTS—*Smilingly informal while attending the 48th annual Edelweiss Ball, sponsored by the Advertising Women of New York, are these ladies, all past presidents of the adwomen's group. They are Caroline Hood, director of public relations, Rockefeller Center; Mabel G. Flanley, president, Flanley & Woodward; Harriet Raymond, ad manager, Celanese Plastics Co.; Emma E. W. Stock, co-director of advertising, Forbes Magazine; Ruth M. Volckmann, office manager, Sawyer-Ferguson-Walker Co., and Grace Johnsen, director, continuity acceptance, American Broadcasting Co.*

SCHOLARSHIP—*Lyon Heppner (left), president of the Advertising and Sales Executives Club of Montreal, holds a certificate for a scholarship to be presented to the outstanding student in courses sponsored by the club at Sir George Williams University. With him is Murray Chipman, eastern director, Maclean-Hunter Publishing Co., which sponsors the scholarship.*

Nürnberg, Germany, 1933.
The swastika...emblem of one man...
is about to become the epitaph of millions.
What he did is history, a chronology of terror.
Why he did it is LOOK's case study of a tyrant
whose twisted dreams shook the world.
Reporter William L. Shirer covered
Adolf Hitler from beer halls to Berchtesgaden.
Now, after six years of research, he analyzes
the man *behind* the Nazi madness...in the
current LOOK, *the exciting story of people.*

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

from "ADOLF HITLER: A PERSONAL STORY," 2nd of 4 parts, in the March 29, 1960, LOOK

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Some Admen Are Not So Dedicated to Mulvey's Views

To the Editor: Re your story—"Be Dedicated Admen" (AA, Feb. 29)—I do hope that Cunningham & Walsh is the only agency to produce such zealous toilers, as described by William Mulvey.

They sound like a fearfully harried, humorless, uneasy lot. And it seems to me that they labor unnecessarily. Why, for example, is a copywriter who discards 65 headlines before he strikes a good one any better than the man who habitually gets a good headline the first time? This happens, you know.

And why must a person have a *neurotic* dissatisfaction with his work? Does his neurosis make the man wiser or merely hard-to-get-along-with?

As for the ideal media man described by Mr. Mulvey, he sounds dreadful. Perfectly dreadful. A souped-up automaton who "studies, appraises, analyses, cajoles, plots, bargains and threatens." For what? To put up a Museum of Sculpture? To expand our exchange of students with the rest of the world, or such endeavors? No, it's for the dedicated achievement of saving a client $200.

And that publicity man. Take him away . . . him and his canned release that he finds more attractive than his wife and family.

Business is business. And it calls for some sweat and worry and long hours. But, ye gods, what poor wights are the souls described by Mr. M. While they're working three nights a week at home, or staying away whole nights from families or taking an extra week in the field. Life, lovely life is passing them by. Passing them by.

Estelle Mendelsohn,
Mamaroneck, N. Y.
(39 years a copywriter—no week without a paycheck—now retired)

•

To the Editor: . . . Probably in no other industry will you find such unstinting effort as that contributed voluntarily by thousands of copywriters, art directors and account men who put in overtime, nights, days and weekends to get a job done. But we like to feel that we are working our heads off because we are craftsmen and professionals anxious to do the job in the best way we know how. But now comes MULVEYISM to formulate our hitherto voluntary contributions into MUSTS for admen.

I don't know an adman alive who wouldn't resent being told to give up family, friends and fishing to satisfy an executive's neurotic dissatisfaction. MULVEYISM cannot understand that enlightened agency leadership, constant encouragement and praise, plus adequate financial rewards, can get all-out results that no amount of preaching, threatening or belaboring can produce. And MULVEYISM doesn't take into consideration that the average normal human being (and that includes most of us in the business) want to have a home life and an intellectual life apart from the advertising business. There may be individuals who don't feel this need. But, come on, Mr. Mulvey, you don't really want fellows like that around!

W. Alexander,
Hewlett, N. Y.

• • •

Stiff Ads Bother Him, Too

To the Editor: In re: "Voice of the Advertiser" section, "Stiff Paper Inserts Hide Regular Ads" by D. K. Morrison and "Raised Eyebrow Department" (AA, Feb. 22).

I certainly am in agreement with Mr. Morrison about all the "unrequested promotional matter" delivered in professional and trade magazines.

Though good in itself, it distracts from the adjoining ads while giving the reader reason to believe he needs two hands more to control the situation while thumbing through.

I noticed too, there was no comment from the Ed!! Perhaps the Biblical phrase "Let he who is without sin cast the first stone" (chuckle) applies here. I noticed several hard sheets in the same issue of this magazine. Item 2: The reprint of the Bronzini ad might be titled "Thumbs the Word."

I enjoy your magazine every week.

Keith Weldy,
Account Executive, WJEF, Grand Rapids, Mich.

• • •

Our Literary Caption Writer Has a Gallic Bent

To the Editor: You mean the classic de Maupassant story that begins, *"Une* dollar *et trente-sept* cents. *Cette etait toute?"*

Marvin C. Wachs,
Advertising Manager, Kentucky Utilities Co., Lexington.

A great many of our well-read subscribers have written or phoned in to point out that a caption in the Norman Rockwell story on March 7 should have referred to O. Henry's famous story "The Gift of the Magi." Perhaps our caption writer ascribed the story to a French author because he thought the title was "Gift of the Maggi."

• • •

Reader Takes Issue with Bedell on Layout Artist's Role

To the Editor: Here's how I feel about the ruthless and retrogressive article "The 'Nothing but Layout Counts' Ad" by Clyde Bedell, on Page 73 of the Feb. 22 issue of Advertising Age. The following is addressed to him.

There is no doubt we need a magazine with critics that criticize the critics, maybe that would give us a better crop of critics.

This better-than-average idea and ad, "Are You Sentenced to Hang," probably taxes a literal and rutted-thinking man like yourself a wee-bit more than normal.

However, I'm smart enough to read it and enjoy its cleverness of thought and handling. I'm sure your stereotype literal thinking of ads being made to read from the top down put all readers to sleep. Basically you have a point here, but the readers' habits aren't so strong that every layout has to be done in the same elementary way.

Your concept of a layout artist and his function in earning his salt is from a past era. If your A.D. doesn't play a more important part on your team than you mentioned in your article, I'm sure the ads you produce are as stale as your criticisms. Your "down the nose look" at the A. D. is a viewpoint you should change. Good art directors have the copywriters' interests at heart and have done more to get copy read than all the clever writing.

I think, and I believe I'm entirely right, that if copywriters became critics for copywriters and the proven art directors critics for young art directors, we would have a situation with better looking ads that say the right thing. So stop your giraffe-like tactics of reaching over into the art director's pasture.

Often I get hold of a vague, fuzzy idea, as I'm sure most art directors do. The copy man has the idea on the one yard line and you go 99 yards with it for a touchdown. It's people like you that criticize the progress made by the quarterback A.D. I often wonder what kind of a game football would be if the quarterback called the same play every time as you advocate.

Wayne Johnston,
Moline, Ill.

• • •

Rainy Days Started Him on Phone Selling 53 Years Ago

To the Editor: Back in 1907, I was soliciting classified advertising for the *Los Angeles Examiner* at $2 a day or $12 a week and this was considered fairly good pay for a youngster of 16, but when I was promoted to selling classified directory advertising that appeared in the columns daily, I was given $9 commission for every $36 contract that I brought in, and in a short time I became wealthy.

It was then, because of six days of rain every week, that I began calling business men on the telephone and offering to print their name and address beneath their classification for $36 annually, payable in advance.

This was the first time in the history of the newspaper world that a campaign of soliciting advertising by telephone was born, and for years I was accredited the originator of selling advertising by phone.

I thought that you and your readers might like to learn who originated the practical idea of selling advertising by telephone.

Back in 1912, 1913 and 1914 before the first world war, I had a contract with every German newspaper in the U. S., and I maintained an active force of young lady telephone solicitors in the offices of all these German newspapers numbering an approximate total of 900 girls in all.

When the U. S. declared war against Germany, my business at the age of 20 collapsed along with the German newspapers and that terminated my newspaper career, but I never stopped selling by telephone.

Today, I sell machinery and equipment by telephone, and I never talk to less than 25 to 30 business men a day. I do the work daily of four or five salesmen, and customers appreciate my short five-minute talks.

William M. Chase,
Chase Machinery Co., Houston.

• • •

Our Typewriter's Haunted, Our Ignorance Flaunted

To the Editor: Headline in the March 7 Advertising Age:

Olson Rug Flaunted
'37 Order with '56
Ads, FTC Charges

It's possible, I suppose, that the rug company displayed that order boastfully in its advertising. But it doesn't seem likely. Could it be that your headline writer chose "flaunt" when he should have picked "flout"? It's a common error . . . almost as common as another you see frequently: "fulsome praise" use as an expression of high approval.

John J. Dunn,
Mill & Factory, New York.

Several other readers have pointed out this error.

• • •

Wants Fewer Cliches on American Way of Life in Ads

To the Editor: I'm getting just a little more than galled seeing the term "American Way of Life" bandied about in ads, speeches and letters to the editor by everyone from copywriters to board chairmen to industry pressure groups.

If these self-proclaimed protectors of America would look beyond their personal economic interests and examine the Constitution, the Declaration of Independence and the realities of American history, they would discover that the American Way of Life is characterized by *change*—not worship of the status quo. For example, democracy is not, and can never be, committed to any one kind of economic system or it contradicts its own philosophy. Witness the tremendous difference between *laissez faire* capitalism of the 19th century and today's capitalism. And if future generations hold fast to this "American Way" of changing for the sake of improvement, comparable progress will be made.

So *please*—Ted Bates, private power companies, Mutual of Omaha and all ye pleaders of special causes—exercise your democratic right of free speech by selling us with rational arguments. Stop wrapping your contentions in red, white and blue ribbons and mouthing pseudo-patriotic platitudes inconsistent with the facts of history. This mealy-mouthed commercialization of mankind's noblest experiment makes all of you look like bumbling Babbitts in need of a thorough re-reading of our basic founding documents as well as enrollment in a freshman course in American history. Speak freely and fearlessly, fellows—but *not* foolishly!

James J. Moore Jr.,
Ballwin, Mo.

• • •

Error Lopped $1,000,000 Off Barnes Chase Billing

To the Editor: In the Feb. 29, 1960 issue of Advertising Age there are two typographical errors in the total billings of our agency.

1. The alphabetical index on Page 2 lists our total billing as $2,701,110.

2. The agency listing by size on Page 60 again lists our total billing as $2,701,110.

The correct billing figure for 1959 was $3,701,110 as shown on Page 141.

Robert S. Morris,
Comptroller, Barnes Chase Co., San Diego.

• • •

Cartoonists Are 'Nicest' Bunch, Adman-Cartoonist Says

To the Editor: "Sir Bagby" is pretty good, but I got a much bigger kick out of Mr. Yates' reaction to "Sir Bagby" (AA, Feb. 22).

I am not only an adman, but a cartoonist (*The Saturday Evening Post, Look, True,* etc.) as well, and I think I understand the problems of both. First, Mr. Yates, cartoonists as a group are about the nicest bunch you are ever likely to find in any profession. Most of the cartoon business, particularly magazine cartooning, is done on the honor system . . . gagwriters trust cartoonists; cartoonists trust agents, and agents trust magazines. How, Mr. Yates, does this compare to rigged tv shows, misleading commercials and the like?

Secondly, a cartoonist makes his living being funny, and he accomplishes this by reflecting public taste as to what is funny. A cartoonist does not arbitrarily select any particular field or profession on which to "vent his spleen" but rather tries to keep his work topical, and if the advertising profession happens to be the current target, can we, in good conscience, say that it is completely undeserved?

Thirdly, Mr. Yates, you mention "displaying our frailties" in public. Do you mean to say that "Sir Bagby" is true but we better keep the whole thing quiet? If this is your opinion of the advertising business, then I must again disagree. The profession as a whole is as honest and reputable as any other, and our present troubles are a result of the few, not the many.

Lastly, have we grown so pompous that we can't stand a little needling? Where there is no fun to be poked, no one will ever poke fun, particularly a cartoonist who has to be funny if he intends to eat. Sixty years ago, a cartoonist named Thomas Nast almost single-handedly destroyed Tammany Hall with cartoons, but what he destroyed was already corrupt.

Any organization, business or profession that is true and honest can never suffer at the hands of a "Philistine" with a "clever pen." It may make us uncomfortable at times, but it may also open our eyes to our own shortcomings.

Bill Polvogt,
Mithoff Advertising, El Paso, Tex.

• • •

This May Lead to Sibling Rivalry Among Magazines

To the Editor: I read with a great deal of interest your article on Page 6 of the March 7 issue on the subject of medical magazines.

We note you list *The Journal of the American Medical Assn.* as the "granddaddy" of the medical pub-

Sure, But Who Wants a Smoke-Filled Pontiac?

To the Editor: Politics has lost its rough aroma of bay rum and cigar smoke and now smells of Old Spice and Salems as Detroit presents this latest delineation of the American Spirit.

Mink clad matrons lugging campaign signs let down their hair and cry out—in a manner formerly attributed to the Common Man—for their Pontiac-driving kid-brother image from the East. Uglies Huey and Earl Long, nearly-bald Adlai, grisly Lincoln and even grandfatherly Ike have fallen in appeal to the suave dilettante, the fashionable candidate.

If General Motors is expecting the public to identify with this ad—as the ad seems to try desperately to do—it is quite possible that they may hear their Pontiac backfire, for the center of attraction more nearly resembles a Kennedy than a Nixon.

Tupper Saussy,
McDonald, Alsup & Stewart, Nashville.

lishing field, followed with the lesser (but equally impressive) "granddaddies" *Modern Medicine* and *Medical Economics*.

Gentlemen . . . Gentlemen! We must protest. For over 22 years *General Practice* has been serving the doctor practicing in towns and cities of 25,000 or less throughout the 50 states. Surely this "Johnnie Come Lately" in the medical publishing field qualifies, if not as a "granddaddy," at least as an elder brother.

Don't you agree?

Harry Soforenko, M.D.,
Editor & Publisher, *General Practice*, Los Angeles.

We agree.

• • •

Ad Goes Too Far, He Says

To the Editor: The enclosed advertisement placed by Grove Laboratories for their product PAZO Formula strikes me as touching a new bottom when it comes to "advertising we can do without." Sadly to say, the ad appeared in my favorite magazine, *The Saturday Evening Post*, on Feb. 27.

In view of the fact that every advertising association, advertiser

and agency has been alerted to the possibility of unfavorable legislation, unless we do a better job of policing ourselves, this ad seems out of place. I am surprised, too, that the *Post* accepted it for publication.

I am a great believer in believability but certainly there is a more appealing and delicate manner in which to sell a pile ointment.

J. S. Brown,
Advertising Manager, Reichhold Chemicals Inc.,

• • •

M. M. Fisher Still Has Bell Savings & Loan Account

To the Editor: Upon reading the annual agency issue on Feb. 29, I note that the Arbogust agency announced that it had acquired the Bell Savings & Loan Assn. account.

We are the agency of record for Bell Savings. Arbogust writes and produces a house organ for Bell just six times a year.

I believe that the announcement in your publication is quite misleading and might possibly indicate to your readers that the account has split up. This is not the case.

It would be appreciated if something could be done in connection with this.

Jack L. Fisher Jr.,
President, M. M. Fisher Associates, Chicago.

Arbogust actually reported that it had Bell Savings & Loan Assn. for a "special job produced six times annually," and AA erred in not making it clear.

• • •

Here's an Agency Name We Will Never Forget

To the Editor: Thank you for the typo which listed our agency as "Zum & Kirshner, Inc." in the agency billing round-up (AA, Feb. 29). At least the misspelling enables us to be last.

Since our president's name is Iz Zam and mine is Sam Kirshner, we have a continuing name problem. May we compliment your typographer on his originality since this is the first time we have been called "Zum." We are regularly addressed as follows: Sam Zam, Inc., Zim & Kushner, Zoom & Kirschner, Mr. I. Zimmy and Zaam & Kirshner. Our favorite was simply addressed: Mr. Izzam, New York City . . . and it arrived!

Call us anything . . . but send billing!

Samuel J. Kirshner,
Zam & Kirshner, New York.

P.S. Zam is the original, not an abbreviated version, but we're considering changing his first name to Ali K. or Zachariah.

• • •

How About That?

To the Editor: In thumbing through today's *Life* (March 7), this ad struck my "how about that?" fancy. To wit: Page 49, P. Lorillard Co.'s Newport.

How did our lovely mermaid's robe remain dry (to say NOTHING of the cigarets)? Did they just GROW on that rock in the middle of the water? And say, how about

the matches (unseen) to light up that king-sized filter cigarette?

Hmmmmmmmmmmmmmm?

Larry Nightingale,
Copy Department, William J. Barber Associates, Jenkintown, Pa.

When Lauding Guinness Stout Don't Leave N's and S's Out

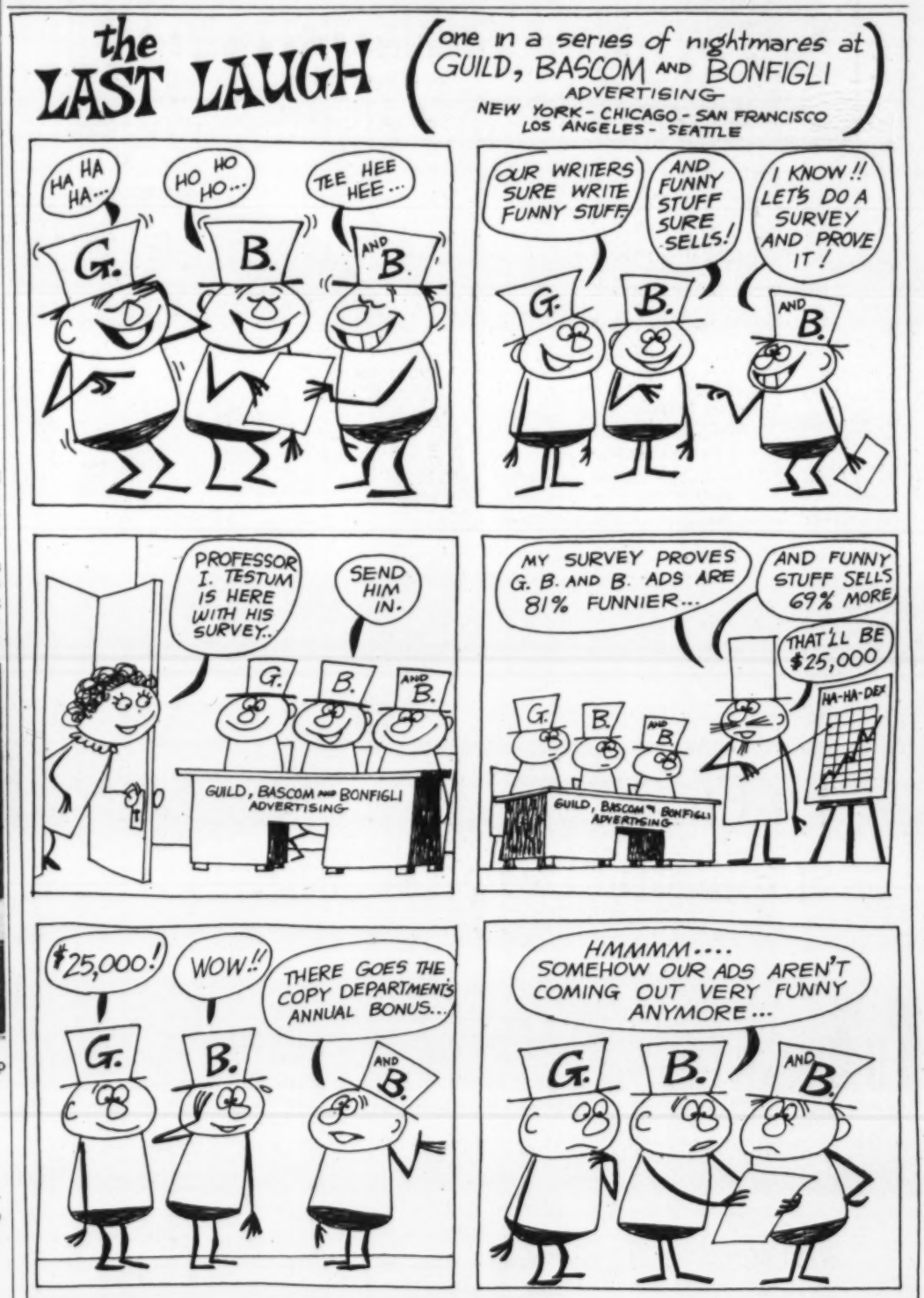
To the Editor: We at Victor A. Bennett Co., as well as our client, Guinness Stout, were quite interested to see the headline in The Creative Man's Corner column in the Feb. 15 issue of ADVERTISING AGE which—if you will recall—read "O, so's Guiness!"

It was completely appropriate inasmuch as I am sure that you are well aware that there is so much more of what is good for you in Guinness than in any beer. There is so much goodness in Guinness that we would hate to see even one "n" left out when it is spelled (we certainly sympathize with you as we know what a problem it is with the typographers who continually make these mistakes as we, like you, have never been guilty of sending out copy with type setting that wasn't letter-perfect; I am sure that you will be amazed at how many corrections are necessary because of their mistakes).

On the serious side, advertising for Guinness will be appearing in *Ebony* starting with the May issue and in *Sports Illustrated* early this spring. Since our aim is to do much the same thing, we wonder how our efforts will compare with those of the Brewers Foundation in your opinion. The headline will read, for example, "You can perform better with a Guinness ahead." The comparison might be of interest to you when you see the completed ad.

In order to be of some assistance, I am having some extra N's and S's typed at the bottom of the letter for use when spelling Guinness since it is most commonly mis-spelled by leaving out one "n" and by leaving off an "s." You can keep these and use them if necessary when the occasion arises. In the meantime, have a Guinness in good health!

Robert L. Hoenshel,
Vice-President, Victor A. Bennett Co., New York.


the LAST LAUGH
(one in a series of nightmares at GUILD, BASCOM AND BONFIGLI ADVERTISING NEW YORK - CHICAGO - SAN FRANCISCO LOS ANGELES - SEATTLE)
HA HA HA...
HO HO HO...
TEE HEE HEE...
G.
B.
AND B.
OUR WRITERS SURE WRITE FUNNY STUFF.
AND FUNNY STUFF SURE SELLS!
I KNOW!! LET'S DO A SURVEY AND PROVE IT!
PROFESSOR I. TESTUM IS HERE WITH HIS SURVEY..
SEND HIM IN.
GUILD, BASCOM AND BONFIGLI ADVERTISING
MY SURVEY PROVES G. B. AND B. ADS ARE 81% FUNNIER...
AND FUNNY STUFF SELLS 69% MORE
THAT'LL BE $25,000
HA-HA-DEX
$25,000!
WOW!!
THERE GOES THE COPY DEPARTMENT'S ANNUAL BONUS...
HMMMM.... SOMEHOW OUR ADS AREN'T COMING OUT VERY FUNNY ANYMORE...
OF COURSE THE ADS WE DO THESE DAYS ARE STILL 41% FUNNIER. CHECK OUR EFFORTS FOR SKIPPY PEANUT BUTTER, RICE CHEX, WHEAT CHEX and CORN CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM and BACON, MOTHER'S COOKIES, MARY ELLEN'S JAM'S and JELLIES, HARRY and DAVID'S FRUIT-OF-THE-MONTH, TIDY HOUSE PRODUCTS, RIVAL DOG FOOD, HEIDELBERG and CARLING BLACK LABEL BEER, AND SEE IF YOU DON'T AGREE....
Guild Bascom and Bonfigli advertising

SO YOU WON'T BUY WITHOUT THE FACTS?

All right, here are a few seductive ones: there are more than twice as many nursing homes and homes for aging as there are hospitals; urgent need for 70% increase; by 1965, 25,000,000 people will be 65 or over.

To be completely sold on sales potential of this market, read our B P R D ad or write to . . .

PROFESSIONAL *nursing home*

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

EVERYBODY GOES HOME!
RATE & DATA GUIDE 1960
It's A Bull's Eye Everytime
WRITE FOR FREE COPY
of AHNA's 1960 Rate & Data Guide . . . 44 pages of useful information on the nation's top community and shopping newspapers.
A message of importance to newspaper spacebuyers
EXTRA SELLING THRUST
Your advertising message in an AHNA newspaper adds impetus and extra impact to your advertising program. It gets your story across to men and women (and teen-agers, too) who enjoy much better than average "spendable income."
Readers of AHNA newspapers are particularly responsive to sales messages in their "own" newspapers which come to them week after week with "local" news and shopping information not available elsewhere. The EXTRA SELLING THRUST that the AHNA newspaper gives your advertising shows up where it counts most—in sales.
Accredited Home Newspapers
OF AMERICA, INC.
1706 Rhode Island Avenue, N.W.
Washington 6, D.C. • District 7-4618
141 East 44th St.
New York 17, N.Y. • MUrray Hill 2-8273

Regular Shows Outperform Replacements as Summer Audience Catchers, Nielsen Reports

For another view of the problems involved in summer use of tv, see story on Page 65.

NEW YORK, March 15—Advertisers faced with that annual headache—what to do about the summer tv programming problem—may get some cues from a new Nielsen study.

As in previous years, this analysis of the summer viewing picture points up the fact that the best choice for summer generally is a winter type of program offering new material each broadcast.

In short, a performer such as Ed Sullivan, who stays on the full year, may draw higher than winter share levels. The total audience, however, will generally be a good deal smaller, since summer sets-in-use figures are lower. The sharpest dip comes in July and August, when the total tv audience drops about one-third from the maximum winter levels.

Some stars prefer not to work 52 weeks a year, and some sponsors don't want to keep the budget up to winter levels to reach the smaller summer audience.

■ The next best choice, beyond a continuation of a regular series during the summer, seems to be re-runs, according to the Nielsen data. As the research company puts it: "Re-runs of selected episodes will approximate winter share-of-audience levels."

The biggest gamble, to judge by the statistical returns, is a fresh new program. In the cold prose of Nielsen: "Summer replacement programs generally do not perform as well" as re-runs or continuing series.

New material in this study emphasizes the fact that the warm weather tv dilemma is by no means uniform. The sponsor who has a late time period is relatively lucky. People watch tv after the sun goes down. Late evening has a smaller audience drop than does early evening, Nielsen says.

Products that concentrate on the South and the Pacific Coast also are relatively well off. The summer slump in tv viewing, as charted by Nielsen, is less marked in those areas. #

Richard T. Habel, Intaglio's National Sales Manager, examines the Hi-Fi gravure advertisement for Sealtest Foods in the Journal-American of April 28, 1959. It also appeared in the World-Telegram & Sun.

Hi-Fi...
spectaculars for selling!

Hi-Fi preprints the advertiser's message in color gravure on rolls of regular newsprint, foil or acetate... gives drama, color, visibility.

The first Hi-Fi advertisement... for new Dream Whip... appeared in two New York newspapers on Dec. 2, 1958... and the use of Hi-Fi has been spreading ever since.

During months of experiment and research, Intaglio coordinated the efforts of the advertising agency, ink makers, printers, and newspapers to make Hi-Fi a reality. Intaglio is the only servicer engraving the cylinders for these advertisements.

Hi-Fi is easy to use. Intaglio takes the advertiser's copy, makes negatives and positives, does the laying down, etching and proofing of cylinders... and, after okay by the advertiser, chromes and ships the cylinders to the converter printer for printing on the rolls. Intaglio has the individual requirements of 600 newspapers, who want to carry Hi-Fi advertisements.

HI-FI adds a new dimension to newspaper advertising... and is not expensive to use.

Intaglio will gladly tell advertisers, agencies, newspapers, or sales groups about Hi-Fi spectaculars.

Ask us today!

Intaglio SERVICE CORP

Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York, New York—1828 Lewis Tower Bldg., Philadelphia—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—369 Pine St., San Francisco—1932 Hyperion Ave., Los Angeles—126 West McMicken Ave., Cincinnati

Campbell Soup Promotes Five Soups with Ladle Premium

Campbell Soup Co., Camden, will promote its five newest soups during April and May with a premium offer of a silver-plated soup ladle for $1 and one soup label. The ladle was offered in a similar promotion in spring, 1957. Color ads will run in *American Home, Ladies' Home Journal, Parade, This Week Magazine* and independent supplements in seven markets.

One-minute commercials are scheduled for "Lassie" (CBS-TV) and "The Donna Reed Show" (ABC-TV). The ladle will be packaged with a coupon for a bounce-back offer of a matching sauce ladle. Batten, Barton, Durstine & Osborn, New York, is the agency.

Johns-Manville Starts Drive With 'SEP' Cover Gatefold

Johns-Manville Corp. launched a campaign for J-M 7-Star Value products with a front-cover color gatefold and adjoining page ad in the March 19 issue of *The Saturday Evening Post*. The ad marks the second time the *Post* has carried a gatefold front cover. The first appeared last Sept. 19 for Smith-Corona Marchant. J-M also will use *Better Homes & Gardens, Life* and *Sunset Magazine*. Cunningham & Walsh handles Johns-Manville (as well as Smith-Corona Marchant).

Weber Names Roche, Rickerd

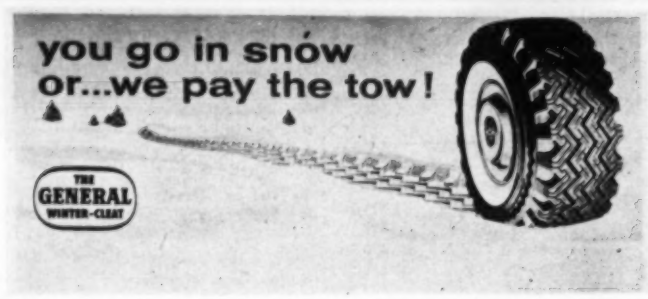
Weber Marking Systems, Mt. Prospect, Ill., will move its advertising from Stoetzel & Associates, Chicago, to Roche, Rickerd & Cleary, Chicago, May 1. The company manufactures multiple marking equipment.

Mandel Mfg. Names Agency

Mandel Mfg. Co., St. Louis, has appointed Katzif-George-Wemhoener Advertising Co., St. Louis, to handle advertising for its Jo Collins junior sportswear line and a new pants line to be introduced in the fall.

Brown Joins Steiner

Rita E. Brown, formerly assistant advertising manager of Swivelier Co., has joined William Steiner Associates, New York, sales promotion and direct mail agency, as an account executive.



STARCH—*Sunbeam bread received top ranking for the four weeks ending Feb. 3, 1960, in the Starch national outdoor ratings with a copy performance index of 84. Coca-Cola was second with 76, and General Tire third with 62. The other seven of the top ten were Ford Falcon (58); Schaefer beer (51); Wrigley's gum (47); Hamm's beer (47); Seven-Up (44); Budweiser (42), and PM whisky (42).*

Walker Adds 3 Accounts

Harold C. Walker Advertising, Minneapolis, has been named to handle advertising for Wacowall division of Waco-Porter Corp., St. Louis Park, Minn., manufacturer of folding partitions; Commercial Resins Inc., St. Paul, producer of plastic materials, and Dodgen Industries, Humboldt, Ia., manufacturer of industrial feed handling equipment.

'Sports Afield' Boosts 3

Sports Afield, New York, has realigned its executive lineup, advancing Ralph W. Fulton from ad manager to advertising director, a new post. Succeeding Mr. Fulton is Rodman K. Tilt, former eastern manager. Norman H. Meiners, senior man on the New York sales staff, succeeds Mr. Tilt.

Berg to Doremus-Eshleman

Stephen Berg, formerly with Curtis Publishing Co. and Towers, Perrin, Forster & Crosby, consultant and actuaries on employe benefit plans, has joined Doremus-Eshleman Co., Philadelphia agency.

The Modern Hospital

a MONTHLY magazine—the frequency overwhelmingly preferred in *this* market

How readers use product information

In The Modern Hospital's continuing study of readership, 80% of 500 hospital administrator participants reported what they had done as a result of reading the magazine's advertising pages. Of these, 37% communicated with the manufacturer; 42% communicated with a dealer or distributor; 40% gave time to advertisers' sales representatives who called on them; 22% selected or recommended products advertised; 40% tore out advertisements or made note of products advertised for possible future use.

Reporting on their reading of material other than advertising, 93% of those answering mentioned favorably the section on new products, "What's New for Hospitals."

With this high interest in product information, it becomes significant that The Modern Hospital carries far more of this information than any other hospital administrative magazine: In 1959, an average of 155 pages of advertising per issue (second magazine, 64 pages), and 50% more product news per issue than the second magazine, over twice as much as the third.

The Modern Hospital is published monthly. The second magazine is published twice a month. A recent survey, with 497 hospitals reporting, shows that monthly publication is preferred by a margin of 5.6 to 1 over twice-a-month publication. ***Ask for your copy of a detailed report of this study.***

The Modern Hospital Publishing Co., Inc.
919 N. MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

publications of F. W. DODGE CORPORATION

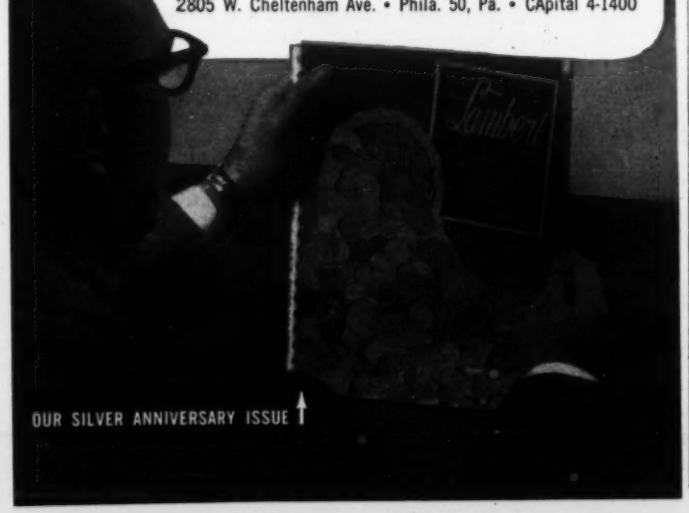
It's here!

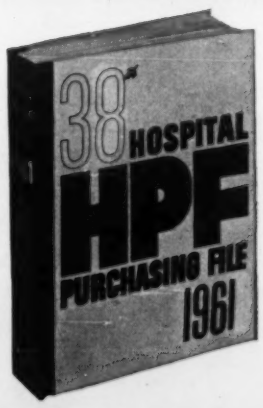
new Lambert's Catalog

of over 1,500 Stock Photographs!

It's big!—90 pages, 8½ x 11, plastic binding; every page a picture-page. **It's hot!**—lots of new faces, new sell-situations, new ideators. **It's needed!**—a graphic arts must. **It's yours!**—for only $2.00 pinned to company letterhead.

HAROLD M. **LAMBERT** STUDIOS
2805 W. Cheltenham Ave. • Phila. 50, Pa. • CApital 4-1400





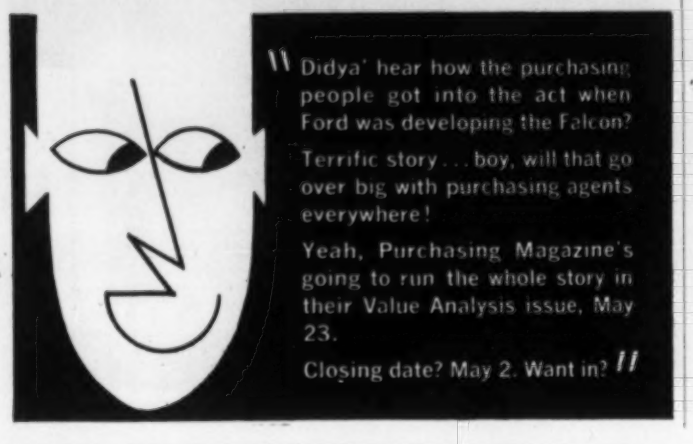
File hospital product information here

Since 1919 Hospital Purchasing File has served hospitals. Here your catalog of products hospitals use will be filed, indexed for easy reference, distributed to every hospital of twenty beds or more, and retained for reference when products are being considered and purchases made. *Hospitals come here to buy—and your catalog filed here makes it easy for hospitals to buy from you.* 1961 Edition is now in preparation. *Ask for complete details, proof of use.*

Exclusive catalog sales representatives,
The Modern Hospital Publishing Co., Inc.

Transistorized Camera Made

Packard Bell Electronics, Los Angeles, has developed the Tele-Kaster, a completely transistorized camera unit for closed-circuit telecasting. The camera, with a control unit and 25 feet of cable, will sell for $695, plus an installation fee. It can be used with a regular tv receiver or with a tv monitor. The new unit can be used by ad agencies for such things as product demonstrations, campaign orientation or client meetings.


" Didya' hear how the purchasing people got into the act when Ford was developing the Falcon?
Terrific story . . . boy, will that go over big with purchasing agents everywhere!
Yeah, Purchasing Magazine's going to run the whole story in their Value Analysis issue, May 23.
Closing date? May 2. Want in? "

Top 100 Spot TV Advertisers

Fourth Quarter, 1959

Source: TvB figures from N. C. Rorabaugh Co. Estimates for Television Bureau of Advertising

Figures in parentheses indicate company's rank in the fourth quarter of 1958

'59 Rank	Gross Time Sales
1. Procter & Gamble (1)	$12,035,400
2. Adell Chemical (4)	4,424,200
3. General Foods (5)	3,592,200
4. Bristol-Myers (28)	3,536,600
5. Colgate-Palmolive (12)	3,266,300
6. American Home Products (9)	3,207,800
7. Brown & Williamson (15)	3,007,200
8. Continental Baking (6)	2,933,500
9. Lever Bros. (3)	2,742,100
10. International Latex (7)	2,687,600
11. Miles Labs. (10)	2,267,900
12. Warner-Lambert (2)	2,100,800
13. Vick Chemical (11)	1,966,500
14. Pillsbury ( )	1,794,300
15. Standard Brands (13)	1,517,900
16. Kellogg (14)	1,404,800
17. Robert Hall Clothes (17)	1,346,300
18. Nestle Co. (30)	1,337,700
19. American Tobacco (19)	1,332,000
20. Liggett & Myers ( )	1,293,900
21. Wesson Oil & Snow Drift ( )	1,062,400
22. Sterling Drug (44)	1,061,500
23. Wm. Wrigley Jr. Co. (66)	1,047,200
24. Avon Products (23)	1,039,500
25. J. A. Folger & Co. (16)	1,026,900
26. Ford Motor & Dealers (99)	999,700
27. Coca-Cola Bottlers (29)	991,900
28. Plough Inc. ( )	916,300
29. Max Factor (68)	908,000
30. Wander Co. (32)	874,700
31. Corn Products Co. (24)	837,000
32. Quaker Oats (31)	828,300
33. P. Lorillard (22)	826,100
34. Revlon Inc. ( )	806,000
35. Schick Inc. (74)	802,100
36. Anheuser-Busch (33)	767,200
37. E. & J. Gallo Winery ( )	732,100
38. General Motors (53)	724,000
39. Philip Morris (81)	719,100
40. Pepsi-Cola Bottlers (35)	714,000
41. Carter Products (87)	711,100
42. R. J. Reynolds (62)	695,100
43. National Biscuit Co. (20)	690,900
44. General Toy Co. (76)	688,500
45. Consolidated Cigar (80)	687,000
46. Andrew Jergens Co. (49)	683,600
47. General Motors Dealers ( )	668,000
48. Lanolin Plus ( )	667,500
49. North American Philips ( )	630,600
50. Helene Curtis (58)	621,400
51. Heublein Inc. (37)	614,800
52. Norwich Pharmacal (38)	610,200
53. General Mills (18)	610,100
54. Minute Maid (51)	603,200
55. Texize Chemical (8)	586,500
56. Carling Brewing (50)	580,500
57. Pabst Brewing ( )	575,700
58. Shell Oil (36)	558,000
59. Drug Research Corp. (48)	547,500
60. Ralston-Purina ( )	544,000
61. Maybelline Co. (60)	543,100
62. Helena Rubinstein (73)	531,700
63. Jos. E. Schlitz Brewing (69)	528,000
64. American Chicle (27)	522,500
65. Gillette Co. (78)	513,700
66. U. S. Borax (41)	511,100
67. Chesebrough-Ponds (75)	504,500
68. B. T. Babbitt Co. ( )	499,800
69. Falstaff Brewing (52)	496,100
70. Tea Council (79)	493,100
71. Fels & Co. (59)	491,800
72. Parker Pen (72)	484,000
73. Esso Standard (55)	481,000
74. Hertz ( )	479,800
75. Alberto-Culver ( )	470,500
76. Swift & Co. ( )	456,700
77. Quality Bakers ( )	449,500
78. Welch Grape Juice (63)	449,200
79. Kayser-Roth Hosiery ( )	440,100
80. Standard Oil (Ind.) (54)	437,200
81. Associated Products ( )	435,700
82. Piel Bros. (70)	432,700
83. Pharma-Craft Corp. (47)	430,300
84. Interstate Bakeries (87)	428,700
85. Exquisite Form Brassiere (46)	418,400
86. Chrysler Corp. ( )	418,100
87. Louis Marx & Co. ( )	417,000
88. Atlantis Sales Corp. (42)	416,600
89. E. F. Drew Co. ( )	401,000
90. Duncan Coffee ( )	398,200
91. United Vintners ( )	396,100
92. Sun Oil (45)	388,000
93. National Dairy (85)	387,000
94. Chunky Chocolate (56)	385,500
95. Monarch Wine Co. (91)	384,600
96. Contadina Foods ( )	382,500
97. Lanvin Parfums ( )	379,400
98. Food Manufacturers (26)	377,600
99. Paxton & Gallagher ( )	372,500
100. Gold Seal Co. ( )	368,500

( ) Not in top 100 in fourth quarter of '58.

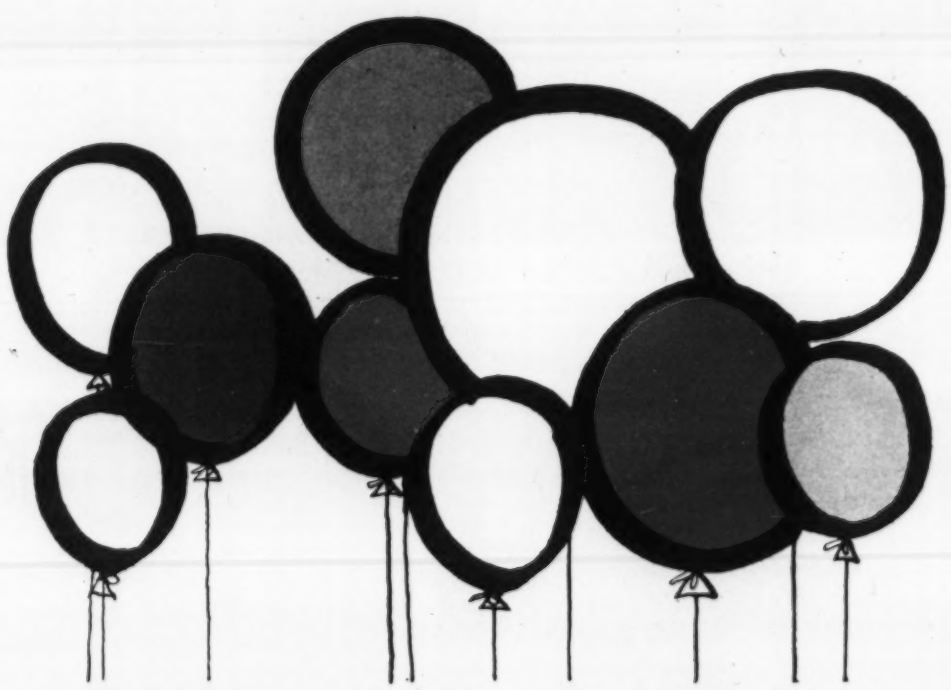
Webb Joins United Artists

Frank W. Webb, formerly an account executive at Independent Television Corp., has joined United Artists Associated, New York, tv film distributor, as a salesman in Dallas.

Compton Appoints Bowen

Croswell Bowen, who resigned as editor of *Madison Avenue* to join *Printers' Ink* as editorial consultant, will handle information and editorial service for Compton Advertising, New York.

RESPONSE



RESPONSE: A capacity crowd of 10,000 moppets, moms and dads responded to WJW-TV's unique Dental Health Day Party last month at the Cleveland Arena. Another 4,000 were turned away at the doors. A true festival of fun with prizes from balloons to ponies to toothbrushes . . . certainly a painless way for youngsters to learn dental health. • It shows the mighty influence of warm, friendly, forceful WJW-TV in the nation's 7th largest market. You're in good company and

YOU KNOW WHERE YOU'RE GOING WITH WJW TV CBS CLEVELAND

A STORER STATION • REPRESENTED BY THE KATZ AGENCY

Fort Wayne, Ind. Food Sales Soar 73%

Huge 4-Year Increase Reported In New U.S. Census Preliminary Report

Fort Wayne paced the state of Indiana in percentage of food sales increases since 1954, with a big 73% jump, according to the 1958 U.S. Business Census Preliminary Report. The new total of $69,235,000 is second only to the capital city.

SALES GAIN ON ALL FRONTS

Total Retail Sales	$289,968,000	+21.0%
Building Materials	16,374,000	+10.1%
General Merchandise	44,491,000	+12.1%
Automotive	50,482,000	+ 5.2%
Gasoline	20,115,000	+20.0%
Apparel	16,009,000	+ 1.0%
Furniture H. H.	12,361,000	— 2.5%
Eat & Drink	22,571,000	+17.4%
Drug	8,941,000	+23.4%
Retail Payroll	36,116,000	+21.9%
Retail Employment	12,572	+12.6%
Establishments	1,788	— 1.8%
Food Sales	69,235,000	+73.1%

FORT WAYNE

INDIANA'S GOLDEN ZONE

WRITE FOR FREE GOLDEN ZONE MARKET BOOK

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

Court Must Rule on Facts in C&C 'Kickback' Case

NEW YORK, March 15—A motion by Frank B. Johnston Advertising Inc. to obtain a summary judgment against C&C Television Corp. for $29,964 as a 15% commission claimed to be due for services rendered was denied in New York supreme court last week.

The defendant has entered a counterclaim for $68,411 because of $52,448 in "kickbacks" the Johnston agency is alleged to have made to former C&C employes Irving and Bernice Rill.

This is the latest development in a series of actions involving Johnston, C&C and the Rills, that began more than two-and-a-half-years ago, when the company was known as C&C Super Corp. and was headed by Walter S. Mack.

■ In denying the motion, Justice Thomas Aurelio said there were points of fact made by both sides requiring adjudication by trial. It is not likely that this would occur before June, at the earliest.

An affidavit by the Johnston agency said that C&C admits in its counterclaim that it was billed for $485,968 for advertising services, which "included a full 15% agency fee to which plaintiff was entitled." The Johnston agency also asks that the C&C answer be struck out as "sham and frivolous."

■ A ten-page affidavit by Mr. Mack, president of Phoenix Industries and former president of C&C Super Corp., charges that Johnston "entered into a conspiracy with certain [C&C] officers, employes and/or their relatives," whereby Johnston would bill for 15% commission "when actually it was agreed between plaintiff and coconspirators that plaintiff would not render full agency services but only act as a clearing house and for such nominal services plaintiff would charge 32% and kickback the balance of 11½% of its commissions to said officers, employes and/or their relatives."

This action was said to have occurred between August, 1955, and October, 1956, without C&C's knowledge.

■ Mr. Mack's affidavit went on to say that suit was brought against Irving and Bernice Rill, charging them with having received approximately $50,000 (AA, July 22, '57) and that the Rills were subsequently "released without reservation" and that the release "thereby constituted a release of plaintiff here."

The C&C Super suit against the Rills, and their counterclaims, were withdrawn in Sept. 1957, and Mr. Rill was reemployed as an advertising consultant to the company, now known as Television Industries Inc. He is also president of Ameril Drug Co. and is still with Television Industries, he said last week. He was vp in charge of sales, merchandising and advertising at C&C when he was dismissed in December, 1956.

Bernice Rill, who at one time was a vp and account executive at the Johnston agency, is now retired from business, Mr. Rill said. #

'Inquirer' to Increase Rates

The *Philadelphia Inquirer* will increase its classified and display advertising rates May 1. National ad rates will rise 10¢ a line and classified will be increased 5¢ a line. The *Today* Sunday supplement also will increase its rates for mail order, schools, colleges and camps.

SPECIAL—*Starting June 1, Max Factor Inc., Los Angeles, will introduce a new "Vacation Special" of five make-ups in sizes to fit in suitcase or bag. Magazines, newspapers and spot tv will be used starting the end of May. Kenyon & Eckhardt is the agency.*

Bresnick Names Gately A.E.; Adds Epsco, Thayer McNeil

Edward J. Gately has joined Bresnick Co., Boston, as account executive. He was formerly sales promotion specialist in the petroleum chemicals division of E. I. du Pont de Nemours Co.

Bresnick has been named to handle advertising for Epsco Inc., Cambridge, Mass., manufacturer of electronic data control instruments and components for industry and medicine, and Thayer McNeil, manufacturer and retailer of shoes.

FWD Promotes Laack

Arthur J. Laack has been named to the new position of director of merchandising of FWD Corp., Clintonville, Wis., manufacturer of heavy-duty trucks and other multi-drive vehicles. Mr. Laack has been manager of the advertising and sales promotion division; he will continue to direct advertising, and in addition will coordinate, merchandise and implement all FWD product promotions.

HOW TO GET A CLIENT

who advertises to the management market

Here is an interesting memorandum which outlines how a client's advertising can seize the top management market—quickly and economically.

With this memorandum, you can prove dramatically that the bulk of your client's business should economically come from a group of just 38,000 companies who account for most U.S. business buying. *The memorandum shows the surprising truth that there is only ONE publication which concentrates its circulation on the top men in these specific companies. That one publication is Management Methods.*

This extraordinary medium has stripped the waste in the business market to the bone! (And its advertising revenue this year has moved up another notch—to 53% over last year!) Write on your agency letterhead for the Sales Kit for the Client Who Advertises to the Business Market.

MANAGEMENT METHODS
22 West Putnam Ave. • Greenwich, Conn.

In Philadelphia nearly everybody reads The Bulletin

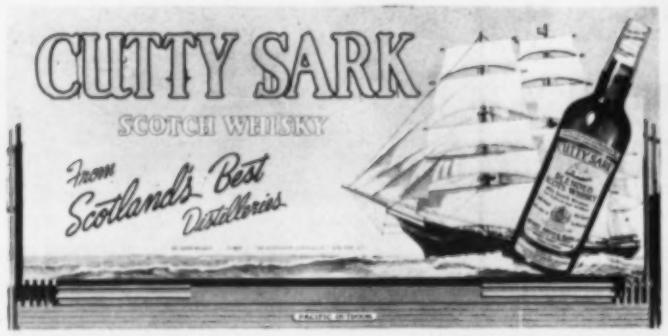
The Evening and Sunday Bulletin, Philadelphia
Represented by Million Market Newspapers, Inc.

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HUTCHINGS & MELVILLE, INC. *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

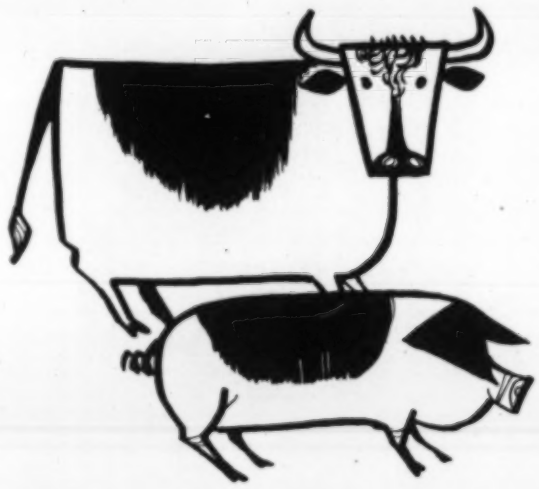
Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES



OUTDOOR DRIVE—*This is one of the three painted displays being used by Buckingham Corp., New York, to plug Cutty Sark, Scotch whisky, in the West. The bulletins, prepared by Pacific Outdoor Advertising, Los Angeles, will be rotated every 30 days in selected high traffic areas.*

Davis & Sons Boosts Holmes

Davis & Sons, Chicago publishers' representative, has promoted Philip Holmes, a regional manager, to vp.



Today's Livestock Farmer Is Your Best Customer

You can expect continued good business with Missouri and Kansas livestock farmers. They vary widely in ability and wealth, with *specialized* medium and large sized operators dominating the market.

The new breed of stockman is maintaining—even increasing—production levels despite market fluctuations. He has to depend on machinery to keep his operation rolling. He's keen for materials-handling and automation equipment. He's willing to borrow capital to enlarge his enterprise.

He's today's best customer for a wide range of farm equipment—which is used and amortized on a year-round basis.

Your objective — and ours — is to KNOW *you reach—then hold this* delightful fellow.

The Weekly Star Farmer can give you the *best proof yet* that it does deliver to you the top commercial farmers of Missouri and Kansas—particularly the leading livestock producers.

We matched our subscriber mailing stencils with membership rosters of the top cattle, swine and dairy associations in Missouri and Kansas. Representative are such preferred groups as Kansas and Missouri Hereford Assn., Kansas and Missouri Polled Hereford Breeders Assn., Holstein-Friesian Assn., Missouri Angus Assn., Missouri and Kansas Berkshire Hog Breeders Assn., 1958 Missouri and Kansas Balanced Farming Winners—and many others.

79% to 93% of the livestock membership rosters checked are Weekly Star Farmer subscribers!

It's the measure of muscle of the Weekly Star Farmer's effectiveness with Kansas and Missouri's leading commercial farmers . . . Your most realistic guide to the *best* farm paper buy for Missouri and Kansas.

Weekly Star Farmer

KANSAS CITY
1729 Grand Ave.
HArrison 1-1200

CHICAGO
202 S. State St.
WEbster 9-0532

NEW YORK
21 E. 40th St.
Murray Hill 3-6161

SAN FRANCISCO
625 Market St.
GArfield 1-2003

Deals Increase in Grocery Marketing, Researcher Reports

CHICAGO, March 15—A study of consumer purchases, conducted by the Market Research Corp. of America, reveals that price inducements by grocery product manufacturers increased during January.

The study found that increased reliance on price offers or deals is not limited to a few product classes but seems widespread throughout the industry.

Daniel F. Connell, vp of the research company's national consumer panel, said that in 34 of 37 representative food and non-food products analyzed, "deal transactions" were more frequent in January, 1960, than in January, 1959. He said the increases were in keeping with the steady upsurge in dealing that has taken place throughout 1959.

Mr. Connell defined a deal as any in which the product moves into consumer hands via some sort of price inducement—coupon offers; factory packs with cents-off the package; multiple packs with cents-off the package, or a free package; in-package premiums; samples or in-store specials. #

Dailies Refused $6,166,321 in Ads in '59, ANPA Says

NEW YORK, March 15—U. S. and Canadian newspapers with a total daily circulation of 29,620,753 rejected $6,166,321 worth of advertising in 1959, says a report of American Newspaper Publishers Assn.

According to ANPA, 348 dailies rejected the advertising because of "consistent adherence to high standards of truthfulness and good taste in advertising." A similar survey last year showed that 219 ANPA member newspapers with a total circulation of 16,628,400 rejected some $8,909,766 in misleading ads.

ANPA quoted member newspapers as stating that the dollar volume of rejected advertising declined last year because "those few business men who try to mislead the public in advertising had learned that their copy would not be accepted by newspapers and they were forced to seek other ways of dissemination." #

Moore Invests in Recording

Tv star Garry Moore has purchased controlling interest in Recording Studios Inc., New York, recording company for tv and motion pictures. The capital invested by Mr. Moore was used in an expansion of facilities, with three new sound studios added at its new location at 1639 Broadway. Mr. Moore will become president of the company.

PHOTO: BEN SOMOROFF

THE COLONY COBBLER: Esquire's drink of the month for April. Ingredients: Use a half-measure of Scotch as a base. Add a third-measure of French vermouth and a sixth-measure of blue Curaçao plus a generous portion of cracked ice. Shake well, pour into an Adlon glass.

COPYRIGHT 1960 ESQUIRE, INC.

Esquire

AUTHORITY IN A MAN'S WORLD

scale of $15 per member for the first 1,000 members and $5 for each additional member.

■ At that time, Philip J. Kelly, SEC president, told AA, "We have no desire to pull out of NSE, or to hurt the national organization in any way. But our members feel that we have been paying too much to NSE and getting nothing for it. The whole matter," he said, "boils down to a decision to pay NSE $25,000 a year instead of $45,000." #

SAMUEL M. LEWIS

NEW YORK, March 16—Samuel M. Lewis, 66, advertising and sales consultant for more than 20 years, died of cancer yesterday at St. Vincent's Hospital.

Mr. Lewis had worked for the *New York Journal-American* as a private contractor on special advertising supplements for the business and financial departments since 1946. He also had worked in similar capacities for the *Chicago Tribune* and the *Chicago American*.

A native of Melbourne, Australia, he came to the U. S. following World War 1.

PAUL H. GASSER

PHOENIX, March 16—Paul Howard Gasser, 64, general manager of the advertising department of the *Arizona Republic* and *Gazette* and prior to that associated with the *Inquirer*, Owensboro, Ky., died March 3 at a hospital here.

JAMES ALMOND

EVANSTON, ILL., March 15—James E. Almond, 71, former newspaper publisher, died March 13 in Evanston Hospital.

Mr. Almond was a pioneer professional fund-raiser and past president and former board chairman of the American City Bureau, national fund raising organization.

Before joining the fund-raising company in 1923, he published newspapers in Fargo, N. D., Riverside, Cal., and Wabash, Ind.

BEATNIKS EXCLUDED—*Like three out of four males want Truval shirts, man, says this color page scheduled for the June issue of Playboy. That is, everybody but the cat in the corner. Leber & Katz, New York, is the agency.*

Compromise May End Hassle Between Sales Exec Groups

NEW YORK, March 16—The National Sales Executives Club has rejected a Sales Executives Club of New York proposal for a sliding scale of dues payments to the NSE in favor of the establishment of an NSE division within the New York club.

While details have not been worked out, an SEC source told ADVERTISING AGE last week that SEC members would be invited to join the new division on a voluntary basis, with annual dues of $15 to be paid to the national organization.

The NSE action was taken at a meeting of its board of directors in Jacksonville, Fla., Feb. 19 to 22, at which time representatives of the New York club presented the sliding scale proposal. The creation of an NSE division was an alternate proposal presented by the SEC.

The New York club, which had been paying $15 each for 3,000 members, or $45,000, annually to NSE, voted to cut its dues (AA, Oct. 12, '59) in favor of a sliding

WTRF-TV STORY BOARD

With a toothbrush trailing at the end of a leash he held in his hand, the mental patient walking down the hall kept saying, "C'mon Fifi, don't stop, I'm going to take you for a nice long walk."

A passing doctor heard him and humored him by asking, "How is your dog today, Cyril?"

"What's wrong with you, doctor, surely you know that that's no dog," was the quick response.

As the embarrassed doctor walked away, Cyril looked back, smiled and said, "We sure fooled him, didn't we Fifi?"

Wheeling wtrf-TV

Want to sell in a buying market? The WTRF-TV market has 7,500 retail outlets ringing up nearly two billion dollars in retail sales annually.

Wheeling wtrf-TV

Naomi: "A wedding ring is a symbol of love . . . and love makes the world go around!"

Mary: "I think it's more like a tourniquet; it stops your circulation."

Wheeling wtrf-TV

New Dior look? Who wants to live on the flat of the land!

Wheeling wtrf-TV

Your advertising needs exposure in a market where two million people have an annual spendable income of over 2½ billion dollars . . . a market that's getting bigger every day . . . a market where people spend and prove that they react to what they see on WTRF-TV.

Ask George P. Hollingbery

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

It took 14 freighters to meet the Digest demand for this new product

How an unknown Hawaiian delicacy became a favorite with housewives all over America

In early 1958, housewives had never tasted . . . seen . . . or even heard of Libby's Deep-Minted Brand Pineapple Chunks. But within a year a whole fleet of freighters—plying from Diamond Head to The Golden Gate—was needed to meet the demand for this new product.

This exciting new delicacy had been marketed in three test cities. Consumer response was immediate—and so strong that Libby decided to make it available everywhere as quickly as possible.

Advertising offers 10¢ saving

Libby was convinced that housewives who once tasted the new chunks would buy again. So it set out to "sample" the product on a low-cost, nationwide basis. Two advertisements appeared. One ran in Reader's Digest and included a coupon worth ten cents, to induce housewives to try the product.

Coupons pour in

Knowing the size and quality of the Digest audience, Libby executives expected a high return. But their most optimistic estimate was soon topped as the coupons poured in. Within a few months after the Digest advertisement appeared, over a *million* coupons had been redeemed . . . and they were still coming in.

Thus, in relatively short time . . . and at low cost . . . Libby had sampled its new product in over a million prosperous homes all across America . . . leading the way to profitable repeat purchases at full price.

Current strategy and sales

Robert L. Gibson, Jr., Vice President of Libby's Fruit Division, reports:

"As a result of this experience, Libby is now running a campaign of eleven more advertisements in the Digest for Deep-Minted Brand Pineapple Chunks.

"As for sales results, we hit our very ambitious sales target very fast. In fact, never before has a new product become a major product in the Libby line in so short a time."

Through this Reader's Digest advertisement over one million housewives became acquainted—quickly and economically—with a delightful new food idea for salads, desserts and appetizers.

● Besides Libby, many other advertisers who want a *big* response—in sales, coupon returns or dealer support—are turning to the Digest. Through it they reach the best part of America—intelligent, prosperous families whose interest in a product can insure its success.

'Scientific American's' Interplanetary Navigation Item Turns Out Not So Remote

NEW YORK, March 15—*Scientific American* couldn't have planned it better.

The March issue of the magazine carries an article, "Interplanetary Navigation," explaining how a rocket can be shot into the orbit of a far-off planet.

Last Thursday Steve Fisher, assistant to the publisher, put into the mails a pocket-size brochure featuring the diagrams artist Irving Geis did to illustrate the piece. The diagrams showed four alternative flight paths to Venus. The brochure went out to some 7,000 advertisers and advertising prospects.

Last Friday, the U.S. successfully launched Pioneer V, a Venus satellite. To illustrate its Page 1 story on Saturday, the *New York Times* reproduced one of the *Scientific American* illustrations.

Mr. Fisher was, needless to say, jubilant at this promotion man's dream-come-true. #

New Borden Cartons Bow

Borden Co., New York, is introducing new cartons for its ice cream and sherbet line to replace designs in use since 1955. Local advertising is planned until distribution is completed, at which time a national magazine and outdoor campaign will break, through Young & Rubicam, New York.

Two Join Rockmore

Martin Oechsner, formerly with Doherty, Clifford, Steers & Shenfield, has joined Rockmore Co., New York, as a vp and account supervisor. Rockmore also has named Kashin Wheeler, formerly with Batten, Barton, Durstine & Osborn, a copywriter.

Quick facts for busy executives

Reader's Digest offers all these *exclusive* benefits to advertisers:

1 ***The largest proven audience of readers.*** It is larger than any other magazine, weekly, fortnightly or monthly, larger than any newspaper or newspaper supplement. More people read the Digest than look at the average nighttime network television program.

2 ***The largest quality audience that can be found.*** More people with greater spending power read the Digest than any other magazine. And the higher the income group, the greater the Digest's share of the audience.

3 ***Discrimination in the advertising accepted.*** The Digest alone of major advertising media accepts no alcoholic beverages, no tobacco, no patent medicines.

4 ***Belief in what the magazine publishes.*** People have faith in Reader's Digest, in its editorial and advertising columns alike.

People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 12,000,000 copies bought monthly

COPY TEST—*This 1,000-line b&w "hard sell" ad is one of two which Continental Tobacco Co., Huntington, Va., will use in newspapers to test copy for its new brands. Blackstone-Steiner Co., New York, is the agency (Story on Page 59).*

Sudler Names Hunt to Succeed Fuerstenberg; Appoints Muller

Jacqueline (Jackie) Hunt, formerly with Doherty, Clifford, Steers & Shenfield, has joined Sudler & Hennessey, New York, as media director. Miss Hunt replaces Mrs. Elsie Fuerstenberg, who has retired after 20 years in the pharmaceutical advertising field. Mrs. Fuerstenberg, formerly with Burdick & Becker, Benton & Bowles and William Douglas McAdams Inc., joined Sudler & Hennessey in 1957.

Sudler & Hennessey also has named Lawrence J. Muller, formerly creative group head of the SCI division of McCann-Erickson, associate creative director and member of the plans board.

Good-Herwood-Hanna Bows

A. Morton Good, Ray Hanna and William J. Herwood have formed Good-Herwood-Hanna, 247 Park Ave., New York, to offer a service for magazine advertising sales, sales promotion and magazine research. Mr. Good, for many years with Time Inc., for the past 10 years has been a magazine representative. Mr. Hanna formerly was with Sterling Advertising and J. G. Proctor Co. Mr. Herwood has been with Crowell-Collier Publishing Co. and Street & Smith.

So much more -- at the Commodore!

Tough client session? Relax... with the biggest 'n best drink, by a master mixer, at the largest bar in New York! More of everything—five wonderful restaurants, top service, central location. Without doubt, there's... SO MUCH MORE — AT THE COMMODORE!

HOTEL COMMODORE
42ND ST. AT LEXINGTON AVENUE N. Y. 17, N. Y.
MUrray Hill 6-6000 A ZECKENDORF HOTEL

BROCHURES • CATALOGS • DIRECT MAIL
ADVERTISING PRODUCTION
Deal direct with one source — at one location
• Creative and finished art work • Photography
• Complete litho camera and plate service
• Our supervision, coordination and facilities make better advertising easier.
Metachrome, Inc. 9 E. Ohio St., Chgo 11 Ill., Michigan 2-6482

Vaseline, Q-Tips Tie-in

Q-Tips Inc. and Chesebrough-Pond's, New York, have combined for a consumer contest awarding $20,000 in prizes to contestants who file unusual new joint uses for Vaseline petroleum jelly and Q-Tips cotton swabs. The contest runs from April 1 to June 30 and is supported by pooled advertising schedules of both companies which include seven daytime network television shows, 17 women's magazines and a spot radio campaign in major markets. William Esty Co. is the Vaseline agency and Lawrence G. Gumbinner Advertising handles Q-Tips.

Elfenbein in Revision

Julien Elfenbein, chairman of the editorial committee of Haire Publishing Co., New York, has authored the second revised edition of his "Business Journalism," which was first published in 1945. The book, published by Harper & Bros., New York, carries "the latest authoritative figures on salary structures, advertising volumes and circulations."

Triangle Names Cady

Charles S. Cady has been named manager of a new West Coast sales office of Triangle Stations, at 3440 Wilshire Blvd., Hollywood. He formerly was national sales manager of WCSC-TV, Charleston, S. C.

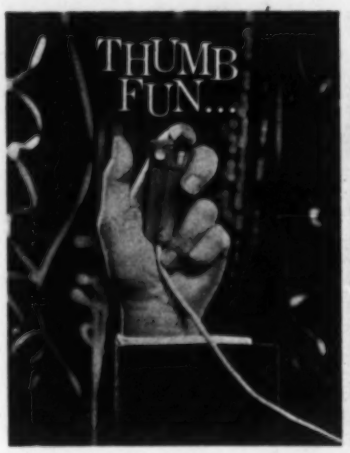
SERVICE is more than just a word at Lake Shore

...it's people in action, giving you the finest service available anywhere on these services you need:

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

SEeley 8-1010

LAKE SHORE ELECTROTYPE DIVISION • 1224 W. Van Buren • Chicago 7, Ill.



with this *three*-way* remote control under your thumb, the only thing you have to do *at* the new AIREQUIPT SUPERBA 77 projector is to turn it ON and OFF $119.95

*advance, reverse *and* focus

THUMB FUN—*This is the spread with which Airequipt is introducing its Superba slide projector.*

Airequipt Widens Marketing; Ads Push Superba Projector

NEW YORK, March 15—Airequipt Mfg. Co., which has been selling slide projector accessories and components for the past ten years, has now decided to sell the slide projector as well.

The company is introducing a line of four Superba projectors, with list prices ranging from $59.95 to $119.95 for a remote control model.

Airequipt said it will spend some $300,000 on an introductory program of slightly more than six months, half in television and the other half divided between business papers and photographic and other consumer magazines.

Wexton Co. is the agency.

Heart of the introduction is a six-week series of one-minute live commercials by Dave Garroway on his tv show, starting April 29, with ten-second local cut-ins for dealers in 70 cities. Plans call for another tv show in the fall.

■ The business paper and fan magazine campaign includes four-page ads and four-page inserts. On the schedule are *Modern Photography, Photo Weekly, Photo Dealer, Photographic Trade News, Popular Photography* and *U.S. Camera*. Additional consumer magazines remain to be selected. The theme, "Thumb fun with the Airequipt Superba," will be used in advertising.

Until now, Airequipt has been noted for its metal magazines for automatic and semi-automatic projection of 35mm slides. One model of the new projector is available for immediate delivery, and all four Superbas are expected on dealers' shelves by June 1. Distributor sales meetings are now in progress. #

Flamingo Appoints Two

C. P. (Pete) Jaeger has been named vp in charge of sales at Flamingo Films, New York, tv film producer and distributor, replacing Arthur Gross, who has joined the sales staff of King Features. Mr. Jaeger will continue his position as a partner of Video Artists, another tv film distributor associated with Flamingo Films. Julian Ludwig, previously Flamingo's sales representative in Los Angeles, has been promoted to the new post of general manager for West Coast operations.

Loblaw Appeal Dismissed

An appeal by Loblaw Groceterias against conviction on a charge of illegally issuing trading stamps has been dismissed by the Manitoba court of appeal. Last fall the company was fined $25 in magistrate's court after city police visited one of the company's stores, bought a 69¢ item and were given six stamps. They were unable to redeem any items listed in a catalog.

This great seaborne health center will carry a new kind of aid abroad—*with your help.* Part of the people-to-people project Hope, it will enlist 200 specialists in sharing our health skills.

Ambassador with a blackboard, the Hope specialist will help the often woefully few local medical technicians train helpers. The result: many more hands. And that means one Hope dollar is multiplied many times over.

YOUR HELP CAN COME BACK A HUNDRED TIMES OVER

One local doctor for 100,000 people: These are the odds Hope may face. Yet Hope can mean so much. The health of this child. The health of five Indonesians. *Trained* hands and only a dollar's worth of penicillin can cure them of crippling yaws.

If enough of us help, the S.S. Hope will be outbound in 1960. First port of call: Indonesia. A bold health project called Hope will be underway.

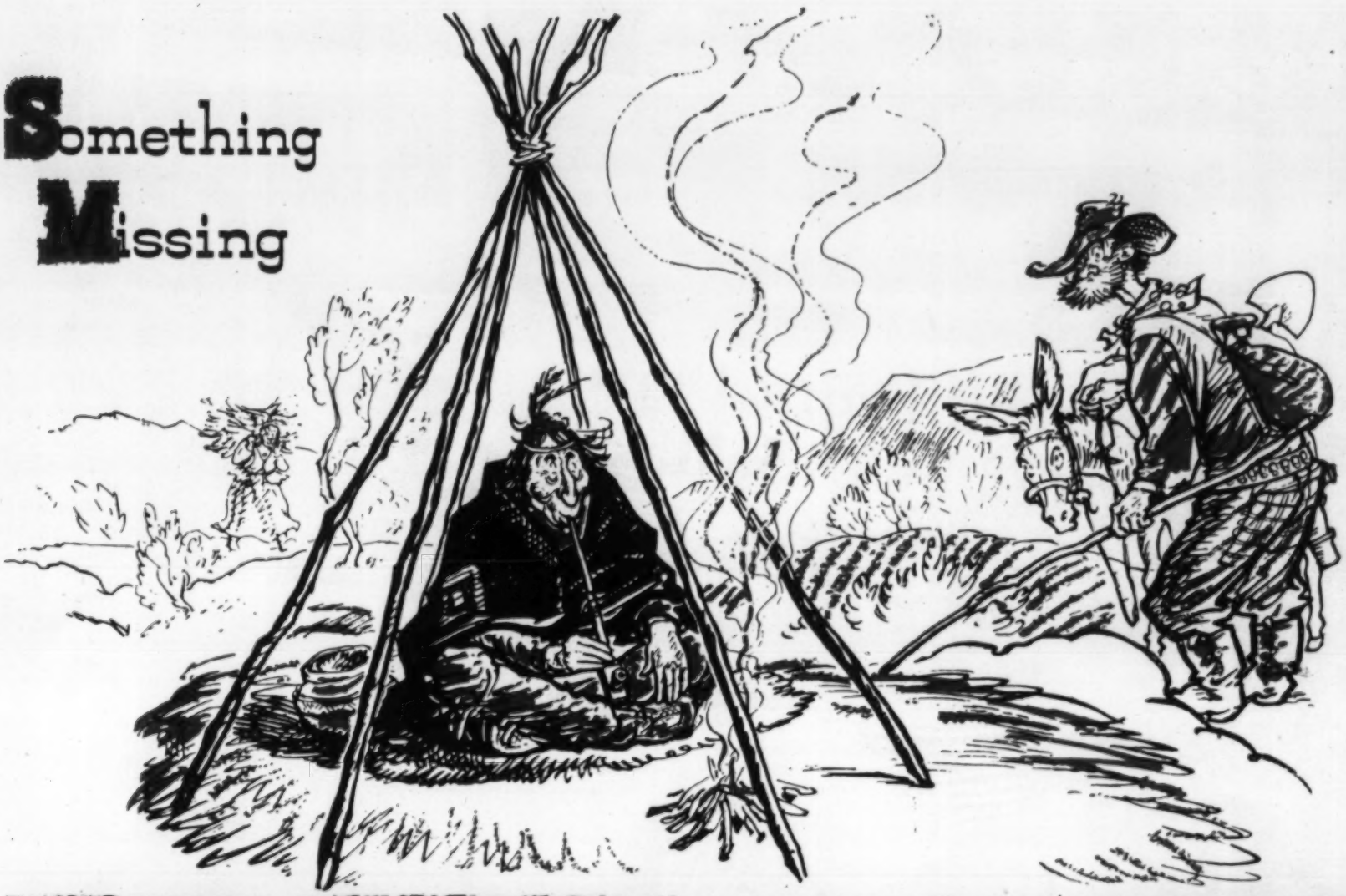
The need is crucial. Many places, too many health hazards exist. Too many people robbed of the will to live. Too few hands to help. Often, a doctor for 100,000.

Hope's approach is *practical.* Help where a nation's doctors ask help. Help them help themselves to health. By training, upgrade skills—multiply hands. Hope's doctors, dentists, nurses, and technicians will man a center complete to 300-bed mobile unit and portable TV.

You can not only make every dollar do the work of many, you can earn a priceless dividend. With health comes self-respect. People at peace with themselves are less likely to war with others.

Hope is *yours* to give. It's a people-to-people project. For one year's worth, 3½ million Americans must give a dollar. Don't wait to be asked. Mail a dollar or more now to HOPE, Box 9808, Washington 15, D.C.

HELP LAUNCH HOPE



... like California without the Billion-Dollar Valley of the Bees

Actually, total effective buying income of more than $3 billion

More effective buying income than Boston and Pittsburgh combined

Not covered by San Francisco and Los Angeles newspapers

If you're selling anything in California, you can't afford to overlook Inner California, where buying income is about 45% greater than in San Francisco.

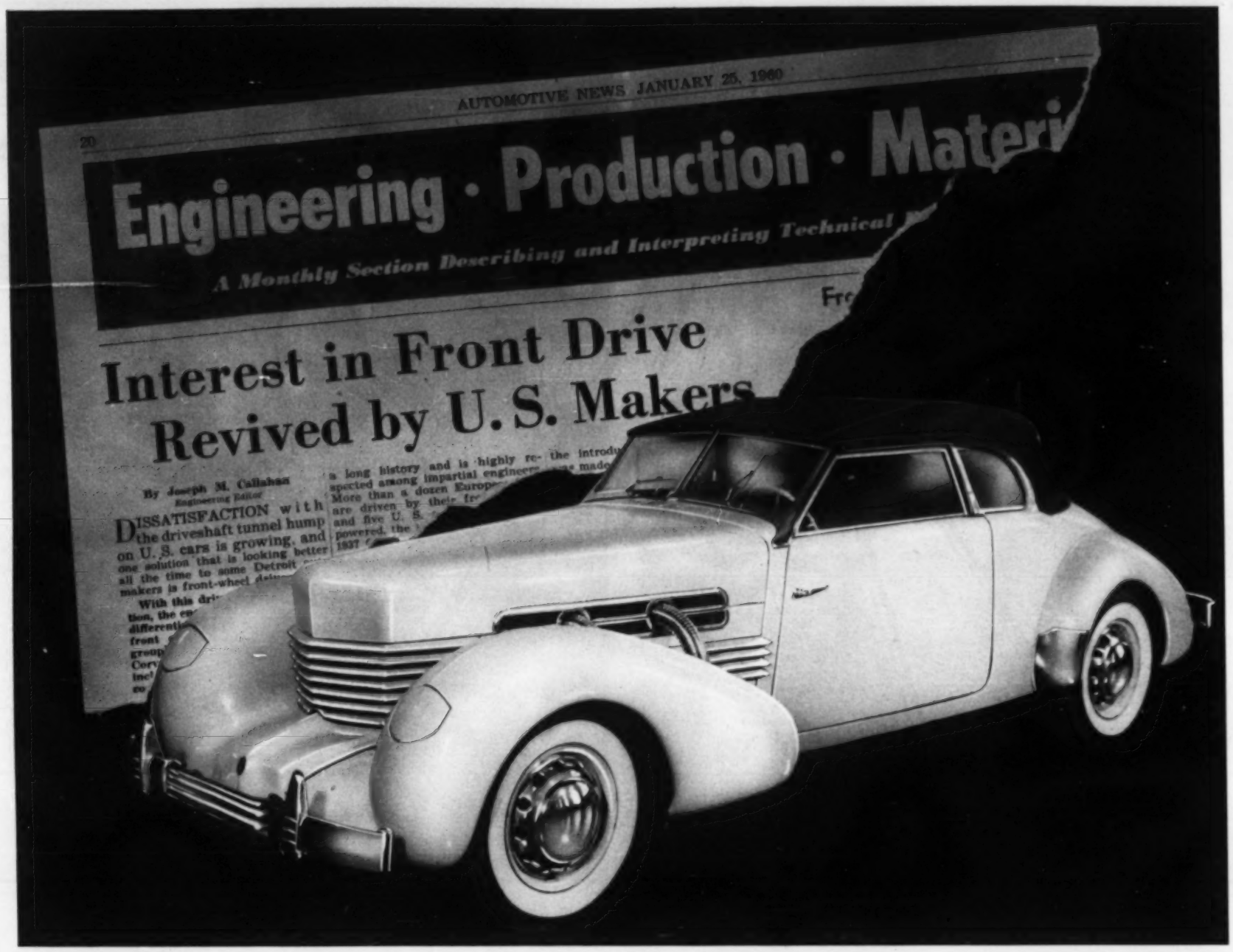
And, to get your printed message across in the Valley of the Bees, you have to schedule the Bees. Shoreline newspapers just don't get home to Bee people.

Data source: Sales Management's 1959 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency**. Check O'Mara & Ormsbee for details.


20
AUTOMOTIVE NEWS JANUARY 25, 1960
Engineering · Production · Materi
A Monthly Section Describing and Interpreting Technical
Interest in Front Drive
Revived by U.S. Makers
By Joseph M. Callahan
Engineering Editor
DISSATISFACTION with the driveshaft tunnel hump on U. S. cars is growing, and one solution that is looking better all the time to some Detroit makers is front-wheel

1937 Cord, Model 812 Supercharged Convertible Coupe. Photo Courtesy The Henry Ford Museum, Dearborn, Michigan

a glimpse of the future . . . or just a glance at the past?

Remember the Cord? Low-slung, coffin-nosed styling . . . supercharged V-8 engine . . . vacuum-electric gearshift . . . hidden headlights . . . and perhaps the most interesting feature of all, front-wheel drive!

The Cord is such an important part of America's automotive past that today, automotive engineers are still taking a close look at its features with an eye toward the future.

As recently reported in AUTOMOTIVE NEWS, it's no secret that car makers are considering front-wheel drive (and concealed headlights, too) for upcoming models. Among its advantages are: Engine, transmission and differential become a single compact "package"; and because there's no transmission hump or driveshaft tunnel, the car can be made more comfortable, and lower overall.

But it takes modern metals, lubricants, drivetrain elements and other components to meet today's standards for performance, comfort and safety.

Can automotive production men, engineers and stylists, sales and service managers and other key personnel use *your* product or services? If so, tell them about it where they *expect* to find news of importance—in AUTOMOTIVE NEWS.

The only "Weekly Newspaper of the Industry," AUTOMOTIVE NEWS delivers the news every Monday morning to 43,000 subscribers* who must be kept informed to be competitive. These are the men who create the headlines in AUTOMOTIVE NEWS — the men who can specify your product!

Your AUTOMOTIVE NEWS Representative will be glad to talk over the old Cords, the new cars, or the facts about AUTOMOTIVE NEWS at your convenience.

**86% annually renew at the regular $9 rate. No premiums, cut rates or special inducements are offered by AUTOMOTIVE NEWS.*

REPRESENTATIVES:

NEW YORK: Edward Kruspak, Howard E. Bradley, Room 707, 51 E. 42nd St., Murray Hill 7-6871
CHICAGO: J. Goldstein, Bill Gallagher, Room 903, 340 N. Michigan Ave., State 2-6273
DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520
SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547
LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

Feature Section

Advertising Age

Eye and Ear Scans Cinema Scene

Andy Doesn't Dig Such Subtlety

Wooll Talks About Truthful Ads

Pundit's Delight—Biz Quiz

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

McMahan on TV Commercials . . .

What's New: Kovacs, Freberg, Shaggy Dogs

Each month, Harry W. McMahan comments on new tv commercials, trends and techniques. He is the author of a new book, "TV Tape Commercials" (Hastings House, $4.50), in addition to the standard texts, "The Television Commercial" and "Television Production."

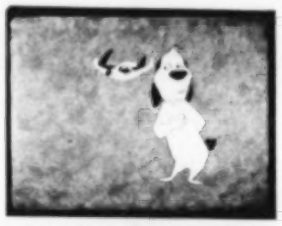
By Harry W. McMahan

This month's commercials show a lighter touch and the chances are it's a good thing. Maybe this is no answer to Washington for some of the reprobates of advertising but it's certainly well-timed as far as the public is concerned.

Harry W. McMahan

Ernie Kovacs and Stan Freberg are the tv commercial's best public relations experts right now. And there's a Shaggy Dog that deserves a special pat for his fetching performance, too.

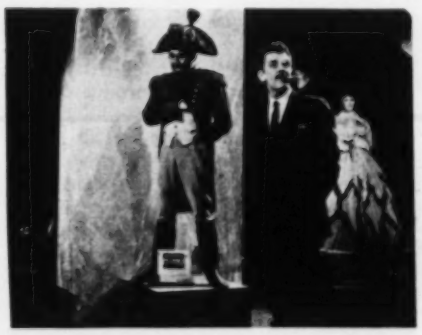
You're not quite expecting this Shaggy Dog story from Gunther beer, the Baltimore regional. Sure, Ford did a funny take-off on Viceroy's "thinking man" and Calo dog food has won an award or two. But this is mad in its own way.



There's a lot of delightful heckling of big Rover's spokesmanship by little Shep (part bird dog!). Rover begins by explaining you'd "expect a dog to be selling dog food" but that a good dog "thinks first of his master." Shep's shenanigans twist Rover's remarks throughout—and it's Shep who finally has to come up with the commercial at the end.

Intriguingly enough, no mention of "Gunther" appears in the sound track, but we'll gamble that the gratitude purchases come through. Credit on the storyline goes to Charles Jones of Warner's Cartoon division. Agency is Lennen & Newell.

It's so sound—it should make a series.



PANTOMINE—*Ernie Kovacs does comedy bits for Dutch Masters cigars on his program, "Take a Good Look."*

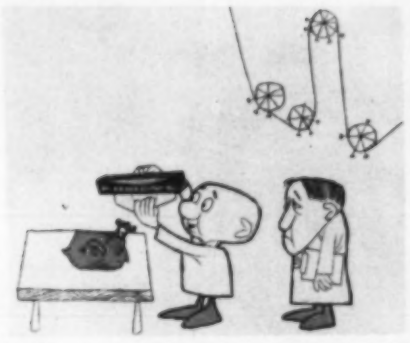
The Mustache and the Cigar

It's about option time for "Take a Good Look" and if Ernie Kovacs' program only matched up to his commercials, there would be small question.

Kovacs' happy brainstorms (he writes 'em, too) for Dutch Masters cigars are now getting repeated "by popular request." One has Kovacs facing the Mexican firing squad as he lights his last cigar. Another is a funny bit with Napoleon's statue. All are strictly pantomine—no words—and they do a fairly neat job of commercial selling.

EWRR is the agency. Let's hope they keep the cigar under the Mustache.

Mr. McMahan will make his third appearance at the London Television Circle on April 20, followed by a speech in Frankfurt, Germany, April 27. His latest review of European commercials will appear in a subsequent issue of Advertising Age.



FOILED AGAIN—*Stan Freberg created this commercial for Kaiser aluminum foil. Scene is competitor's research lab.*

The Year of the Big Yuk

Stan Freberg (Ltd., he says) continues to make unlimited contributions to this laugh front. ADVERTISING AGE well predicted this when Freberg was invited to expound on "Humor in Advertising" at the 1958 AA Workshop. He's hit a lot of dillies these last two years.

In one of two separate series he is doing for Y&R and Kaiser aluminum foil, Freberg's zany mind has the commercial staged in the competitor's foil-making research laboratories. A little old lady is trying to figure out how to "quilt" foil. The results are hilariously to the point. The cartoon staging, by Bill Melendez of Playhouse, adds to the fun.

Yes, 1960 may well be the year of the big laugh. The timing couldn't be better.

But where these three off-beat comedy commercials click, many others flop. It's a tricky business to write a comedy sketch that will entertain the public—and sell 'em, too. As the old saying goes, you gotta watch out when the skit hits the fans . . .

Big Charge from Delco

Batteries are fairly dead subjects on tv, most times, but now Delco comes charging in with the most elaborate production we've seen in the automotive accessory field. There are eight autos, including a vintage one, and a cast of five well-choreographed singers (five letters in "Delco"—right?)

Harking back to the old car, the two-minute story contrasts the role of the battery today, what with electric windows, push-button this and automatic that. It makes its point.

Production was on video tape, done in color at NBC's Brooklyn color studios. Campbell-Ewald is the agency, with Tom Blanchard on writing, Peck Prior on production.

Cigarets and Jingles

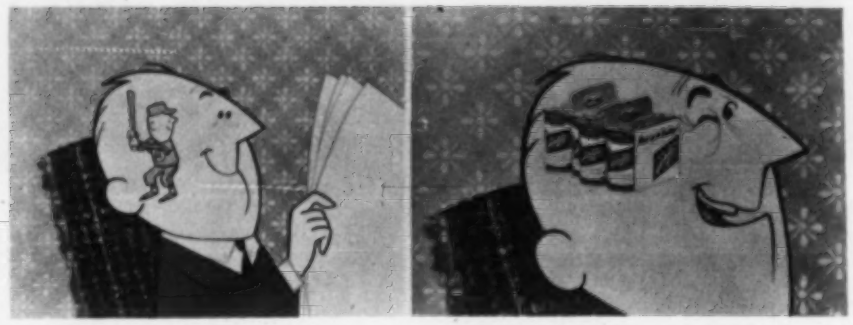
Now that the FTC has knocked the tar out of cigaret claims, the boys are all busy smoking up new jingles. L&M, for one, has come up with a darb in a familiar marching song, "L&M has found the secret . . . that unlocks the flavor . . ."

Lucky Strike is in there singin', too—even though the heart may be breaking just a trifle. Passed by lankier brother Pall Mall, bereft by cousin Hit Parade (that cost a mere forty million!), Luckies are still in there pitching for good ol' American Tobacco. This time they've come up with a crackerjack musical setting for an unwieldy line, "Remembr how great cigarets used to taste?—Luckies still do!"

It winds up as a jingly thought you'll remember tomorrow at the cigaret counter (if *that* is sufficient to change your smoking habits) and the visual treatment for tv is just as sharp.

Now some may say Luckies' sales rating decline dates back to the day it went from those George Washington Hillisms to the "Be Happy—Go Lucky" jingle. May be. But, stop and think, what would you do *now* against the inroads of the long cigaret, the filters and the menthols? We happen to think that this is as sound a holding action as Luckies can take. We're for it. This commercial's a rouser, from start to finish.

Dick Mercer wrote and Bernie Haber produced for BBDO. Paul Kim did the clever graphics for Gifford-Kim. Tab each as a pro.



Tittamatitta vs. Huptchadabuptcha

Some comedy writers distinguish between the chuckly smile and the belly laugh with the labels *tittamatitta* and *huptchadabuptcha*, respectively.

Schlitz beer (we mentioned their return to humor in selling a couple of months ago) now has another series experimenting on the chuckly side. It gets its smiles by playing on the two connotations of a word.

Wife's voice, off-screen, is saying one thing. Man's mind, cross-sectioned on the screen, is thinking the other. "Cheesecake," for instance. Or "batter"—cake for her, baseball for him.

It's droll and, now and again, ingenious. JWT, Chicago, is the agency. Ross Wetzel studios cartooned it—and it wasn't easy since each commercial is staged almost entirely on the cross-section scene.

Demonstration with Polish

This month S. C. Johnson & Son of Racine, Wis., are commuting over to Ohio for a little test marketing on their new shoe polishes. Newspapers and tv are the media (AA, Feb. 1) and if print and video ever worked in tandem, this is it.

The television commercials take off directly from the newspaper ads with a demonstration that is well calculated to clinch the sale. There's a three-way demonstration that points up the advantages of the tipped self-shiner for Mom, the paste-applier cloth for Dad and a scuffed-shoe dauber for the kids.

This is expert tv demonstration of these new products.

Lou Lilly Productions handled for Needham, Louis & Brorby.

Double, Double

There's a good story in the new Wrigley Doublemint gum commercials. The agency, Arthur Meyerhoff, came up with a rhymthic jingle in good gum-chewing

tempo on "Double your pleasure, double your fun . . . with double-good, double-good . . ."

They sent it over to WBBM-TV, Chicago, and set it to video on tape.

The test caught on. So the agency put the series on film for spot broadcasting and it's clicking all over the place.

This photo from the film production gives an idea of the handling. Twins, of course. Two fiddlers. Two of everything. Almost too two.

One Little Indian

With fewer trains just running, let alone running tv spots, it's good to see what Sante Fe is doing with a new :20 spot series.

Combining live action and cartoon, these station breaks feature little "Chico" in the tradition of the old Super Chief. Cute, memorable.

Quartet, Hollywood, producers. Bob Noel writes, Bog Wickersham is animation director, Wally Burr produces the series for Burnett.

Splitting a Few March Hares

Bell Telephone's commercials continue to ring wrong numbers on our dial. Their copy makes about as interesting reading as one of their phone books. Such good shows. Such painfully dull commercials.

The American Festival of TV Commercials is scheduled May 18-20 in New York. Screenings will be at Hotel Roosevelt, since Horace Schwerin refused the Avon theater. Could it be Schwerin feels creative awards give sponsors the wrong ideas about his ratings?

The year's most maudlin commercial to date: Jan Clayton for Mutual of Omaha. No soap opera could match this sobby copy as Jan hangs up the phone (her best friend is dying in the hospital!) and launches the pitch. If the sponsor thinks this sort of thing makes sense to today's public, we're afeered the feelin' ain't Mutual. #

Salesense in Advertising . . .

The Truth Is Not Always Believed

By James D. Woolf
Creative Consultant

An advertisement may be completely truthful and yet not be believed by many readers. When certain promised benefits seem too good to be true, as is often the case, the advertisement is automatically suspect. Promises that are in sharp conflict with the reader's experience should be avoided or modified. Extreme promises, even though essentially true, are far too common. For example, it is difficult to decide which automobile to buy, when each advertiser within a certain price range claims loudly that his is *the* car in that class.

James D. Woolf

I am a great believer in understatement. In literature, understatement is said to be one of the most effective means of getting an idea across, and I think this same principle applies to advertising. In fact, many advertisers deliberately use understatement with good success. There is no better way to build good will than to have the consumer feel after he has bought and used the product that it is better than the advertisement said it was.

Hence the truth of the proposed benefit is not the sole consideration. Is what we promise within the scope of average human experience? Even though what we say is true, will the reader suspect our panegyric is exaggerated and extravagant? Wouldn't it be wiser to water down our eulogy to statements that are easy to believe?

Shouldn't I refrain from challenging the credulity of my readers and convey my message in terms of moderation and restraint?

■ I once conducted a direct mail experiment on this question. The product was a self-help book. Five illustrated mailing pieces were prepared, all of them completely truthful but some of them more moderate in their promises than others. The mailing piece that promised the most, in an extremely laudatory style, was the least resultful. The best puller was restrained and dignified and promised what I felt the reader was likely to believe.

It is important to create, in the opening paragraphs of copy, a state of agreement between writer and reader. At least half the battle is won if the reader accepts as true the initial premises or statements with which the advertisement begins. The way to belief and conviction is then open. To challenge the reader's belief at the outset is only to risk the possibility of antagonizing him and losing his attention and interest.

Truth is only truth when it is believed. If your facts are startling, present them in terms of moderation and restraint. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Looking at Radio and Television . . .

Showdown at Studio Gap

By the Eye and Ear Man

The major motion picture studios stand on the threshold of a major policy decision. An effective strike of the writers and actors will shut down, not only finishing work on the current television productions for the present season, but development work on the future products as well. The issue is, of course: should production companies agree now, and hereafter, to cut actors, writers, and then producers, directors and stage hands in on future profits of television product, as well as major motion pictures distributed through television channels, free or paid?

It is now commonplace for actors, writers, directors and producers to share in the returns from re-runs of television programs. It costs about $2,000 to $4,000 a negative for a second run in order to meet these payments. But one payment means worldwide rights. This is important in that certain foreign markets are in a development stage and may in the future represent important profit to the producers which will in part justify the risk. This same privilege will one day extend to commercial costs as U. S. companies begin aggressively to go after world markets using U. S. commercials.

■ It is okay for small independent companies to make concessions against future collections in television, because they see no significant television prospects for years to come, but the libraries of major motion pictures consist of about 500 pictures made since 1948 and these are very valuable tv properties. If producers are forced to pay 5% of the gross value of this backlog to various unions, which have made no contribution to the production since the beginning, it will represent important dollars which are needed for survival. One can argue that television is merely another way of distributing the film and actually differs not in the least from theatrical re-issue. Will the unions next ask for a cut of that?

■ Actors and allied creative unions have always been a little whacky. Their members and officers are a strange breed, brilliant in creativeness and generally poor in business or the understanding of the risk that a producer must take to keep from going broke. Many actors are well trained to not eating and can take a long strike.

There is an old rule of economics. If a man puts his hard earned savings into a risky proposition, he is entitled to lose it all or make a profit if the project works. The actor and the other creative employes are paid to do a certain amount of work—and paid well in many cases. The

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Even for me, working and living in San Francisco, it is always somewhat of a shock to realize that Metropolitan Oakland—just across the Bay—is the largest population center in the area. Alameda County now leads in the sale of food, drugs, and other important retail categories. And just recently, it moved into the number-one spot in total retail sales, making it the one area that you must not forget—even if you live in San Francisco!

DANIEL LEWIS, President
JOHNSON & LEWIS, San Francisco

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG *in the TRIBUNE...*

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

result of their work is as likely to be a big bust as it is to be a big success. No one can tell in advance.

Do actors, therefore, want to invest their money in a production and take salary cuts if a production is a flop? Or share in the payments of the costs of development? Or distribution? Some now argue that actors want their guaranteed salary and a piece of the profit as well.

■ The motion picture companies, handicapped by aging management unversed in modern business methods, a decreasing market for theatrical distribution of features, and unable to diversify within the new era of television, are in a real dilemma. They can give up and liquidate their film libraries for more than their stock is currently selling for. And an old man, who has spent his life building a business, has every right to throw in the sponge when things get unreasonably tough and take it easy—and more power to him. This is what actors and writers are about to force on the picture business, some say.

There's another side to the coin. More and more production of theatrical film will leave the U. S. for various foreign bases. There is no reason why films must be made in Hollywood. Two blockbusters, "Ben Hur" and "The Bridge on the River Kwai," have put to shame any similar Hollywood productions. It is only a question of time before U. S. television finds a way to follow the same trail. Needless to say, all the U.S. creative guilds will suffer in direct proportion to the number of productions made abroad. So will all related crafts.

Chances are that a compromise will be effected. The issue may be settled temporarily by a token contribution to the welfare funds of the unions, but that will not be the end of it. The question is whether television and theatrical film production is not under such a strain under the present conditions that a new world is ahead. To advertisers this means more union pressures for increased costs which will be passed on. Somewhere the line has to be held or the methods changed.

■ It looks now as though the result of all of the problems and pressures will result in a new type of motion picture company. These giants will diversify to include ownership of television stations, production of television and theatrical films for release on free or pay television, production of commercials and industrial films and foreign subsidiaries in the same type of businesses.

This new look in the film business cannot be undertaken by the present film management, many observers feel, because of age, inability to adjust, and limited knowledge of a diversified business. Who the new management will be remains to be seen. A consolidation of related companies and the use of specialized skills from each acquisition will undoubtedly bring in new faces. The revolution is on and strikes and trouble are precipitating it. #

The Creative Man's Corner . . .

Too Much, Too Soon?

We've been following the handsome and highly interesting series of ads for New York's projected Lincoln Center for the Performing Arts. The ads have been appearing in full-page size in the New York papers—at least we've noticed them in the *Times*.

They occupy you with all the wonderful entertainment the new Lincoln Center will provide for you—opera, the symphony, ballet, a reportory theater, a chamber music and recital hall and a library-museum, in addition to advanced training in all the performing arts offered to all and sundry, regardless of race or religion.

Ably presented and well illustrated, we've been drooling over the prospects of hieing ourselves to the big city to take in this remarkable new pleasure dome—decreed, as best we can determine (and certainly not from this ad) by the Brothers Rockefeller. We were brought up sharp, however, by the second line of the subhead, which tells us the Center "is scheduled to be completed by 1964."

We may not even be around then, and, if we are, we strongly doubt we'll remember this series of ads, despite its fineness. Has a slight touch to it of the recent epidemic of Florida real estate ads which present country club estates as gleaming realities when, as folks who have been to Florida tell us, the reality is that they are still largely just gleams in the promoter's eye. Insofar as advance publicity is concerned, isn't this just a little *too* much in advance? #

On the Merchandising Front . . .

Checkmate in Consumer Deals

By E. B. Weiss

Len Press, one of my associates at Doyle Dane Bernbach, remarked to me recently that, "The best known brand today is 10 Cents Off." How true. After 50 years of brand advertising, some merchandise classifications are so completely controlled by consumer deals that brand loyalty scarcely exists—the shopper's only favorite brand in these classifications is the one featuring "10 Cents Off."

E. B. Weiss

Len made this pregnant comment to me *after* I had written the column that follows. Because his observation was so pertinent to the point of this column I decided to add it as a preface. Now for the column as I had originally written it:

■ In the dentifrice classification, some large chains now report that from one-third to one-half of their total volume is accounted for by consumer deal inventory. At certain times of the year, the deal figure will rise to as high as 75% of dentifrice turnover.

In other merchandise classifications, the deal inventory situation similarly is fearfully unbalanced. This would be true of tea and coffee; of soap and detergents. And ranging far off into hard goods, deal inventory rules the roost in small appliances and in many of the non-electric household lines. Ditto for many soft-goods classifications.

■ There is every reason to believe that, in 1959, more deals—both consumer and trade deals—were offered by suppliers than ever before in this era of presumably modern merchandising. Moreover, if 1960 should continue to confound our optimistic economic forecasters as it did in its first quarter, then the deal total for the current year will once again establish a new high-water mark.

Indeed, one of the few developments that could act as a brake on deals in some lines is the fact that there simply is no more room for substantial deal expansion in these lines—for example, when manufacturers account for up to 70% of their annual volume on deals (and this is no longer extraordinary) how much more potential for deal growth exists?

The consumer deal, in particular, has reached the point of stalemate—and worse—in some classifications. Of course, Nielsen has been pointing out for years that most consumer deals fail to provide a lasting increase. But now the economics of this merchandising procedure become ever more disturbing.

■ While there are, of course, exceptions, as a general observation, it may be stated with respect to consumer deals that:

1. *Competitive consumer deals are tending to balance out each other.* There are times, in some major outlets, when as many as five or six competitive deals will be concurrently displayed in a single classification.

2. *Consumer deals are so numerous in some stores that the shopper is left in something of a daze.* This state of shopper confusion is not alleviated by the fact that it is not unusual to find a brand simultaneously displayed both at regular and at deal price!

3. *Consumer deals no longer serve as effective sampling procedures* (one of the original objectives) for at least two reasons: A—the shopper has become thoroughly conditioned to expect price concessions and her brand loyalty is too weak to overcome the thrift appeal of the competing deals. B—there is so little difference of consumer importance between many competing brands, that there is little reason for the shopper to refrain from picking whichever brand is currently "the best bargain."

4. *Consumer deals thus tend to increase brand disloyalty.*

5. *Consumer deals work at cross purposes* to the great objective of modern advertising—the creation of a brand X "image." In the very merchandise classifications where there exists the most talk about "brand image," there exist the most

THERE'S ALWAYS ONE IN EVERY GROUP!

On the dock, on the driveway, or on the patio – wherever men enjoy common interests, there's always one man who just naturally belongs "front and center." He's the man who gets attention. He has a natural interest in what makes things go. He's the kind of man who reads POPULAR MECHANICS.

He's particularly interested in his home. It is the kind of home he wants, because he planned it that way. He keeps informed on the mechanics of modern living. That's one reason why he reads POPULAR MECHANICS.

The Outdoor Living section of a recent issue, for example, featured sheltered patios, storage, equipment, with a special report on swimming pools. It was the kind of reporting that gives PM readers a special knowledge of products, workmanship and performance – a knowledge that is recognized and respected by friends and neighbors.

Whether he's buying power garden tools, a motor for his boat, or tires for his automobile, the PM man knows what he wants – and why. When he buys, he specifies.

If he is sold on your product, chances are his friends and neighbors will be, too. He's a big man to have on your side.

You can sell him, and *five million* men like him, with your product story in the magazine that sparks his thinking on what to do, what to buy – and why.

INTERNATIONAL EDITIONS
SPANISH—Mexican-Caribbean, Southern Hemisphere,
FRENCH; DANISH; SWEDISH;
GERMAN; PORTUGUESE; DUTCH.

POPULAR MECHANICS

A HEARST MAGAZINE

Puts Men **In Motion**

consumer deals. *What brand image is created by a 5-cents off deal?*

6. *Consumer deals tend to follow a formula.* Not only is competing merchandise much the same—now consumer deals also tend to be very much alike. The consumer deal at its best hardly represents creative merchandising. When it is, for example, simply another "cents-off" deal, it is as uncreative as merchandising can become.

7. *A blase shopping public must be offered more—ever more.* The sales reaction becomes less—ever less. Between the two, deal costs rise astronomically. There is no doubt that many, if not most consumer deals no longer represent sound marketing economics. They can be justified, if at all, solely as competitive necessity.

8. *There is little reason to believe that consumer deals of the traditional types any longer play a real role* in inducing many shoppers to make an *unplanned* purchase. Thus, the shopper who does not have on a shopping list, or in mind, the purchase of a dentifrice, is now seldom induced to make such a purchase impulsively because of a deal offer. Why should she? She knows whenever she wants to buy a dentifrice there will *always be* deals on an acceptable brand. The consumer deal is unquestionably losing its ability to create substantial *impulse* volume. Moreover, when five or six competing brands simultaneously offer a consumer deal, then the deal tends also to lose its ability to influence brand preference.

Clearly, the demands of competitive necessity cannot be ignored. But even in a competitive society, it is not impossible to plan along such lines as the following:

1. Try to develop a persuasive point of superiority or difference in the item, its packaging, its pricing. When competitive merchandise is identical, in fact *or in shopper opinion*, then reliance on the deal is almost inevitable.

2. Beg, borrow or steal funds from deals, from allowances, from all of the other drains on the ad budget—and accumulate the largest feasible budget for *advertising*.

3. Spend that ad budget primarily, if not exclusively, not for deal advertising but for *true creative advertising* that will convincingly present that persuasive point of superiority or difference.

4. Apply to those deals that competition makes necessary creative thinking on a par with the creative advertising. There is too little creative *advertising*. There is even less creative *merchandising*. Most competitive advertising is dismayingly *similar*. Most competitive merchandising, especially with respect to deals, is dismayingly *identical*.

■ Modern *merchandising's* greatest need is for creative *advertising*. Me-too advertising compels frenzied merchandising. Given creative advertising—then merchandising can be, should be, must be equally creative.

I might add that this happens to be my personal creed. I *deeply* believe that the creative function has every bit as much opportunity to perform in merchandising as in advertising. I *deeply* believe that for copy and art to consider these functions the sole creative contributions in marketing is wrong, totally wrong. I *deeply* believe that the *entire* marketing program must be brilliantly creative. First and foremost in my *merchandising* creed comes creative *advertising*. Then comes creative merchandising—and, not infrequently, these two creative processes march hand in hand. *But creative both must be!*

Yet as one walks through our food supers, our variety chains, our drug chains, our other mass outlets, one cannot fail to be impressed with the discouraging and even appalling lack of creativity in the merchandising programs of so many national brands. The consumer deal typifies this sad situation. #

Employe Communications . . .

Plain Talk for Management Ears

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

By the most accommodating of coincidences, Cameron Hawley appeared before the American Management Assn. midwinter personnel conference in Chicago precisely one week prior to the appearance of his new book—"The Lincoln Lords," Little, Brown & Co., Literary Guild selection for March. Author Hawley talked on what he called the quality of leadership, and he turned in a first-rate performance. Other authors should arrange such masterpieces of timing but should also arrange to be as effective on the platform as ex-adman Hawley.

The speaker caused listeners to squirm in his discussion of foreign competition when he said, "We are losing out in world competition because of the excessive cost of overhead in American industry." Back from a nine-week survey of European business, Hawley declared: "The overseas advantage lies less in lower labor rates than in the figures that show up at the other end of the cost sheet . . . We have built up in the United States—drifted into or allowed to grow up, however you want to put it—the most expensive approach to industrial management that exists anywhere on earth."

Hawley urged in America a revival of strong personal leadership such as he declared he saw all over Europe. Here in America this leadership is being snuffed out, he said, "in an atmosphere where problems are settled by compromise, where the moral force of great intuitive conviction is watered down to get it through a committee . . . We can no longer afford the luxury of having 10 men make one man's decisions."

Most American companies, Hawley observed, "are a long way from being down to fighting trim . . . Just pick out a half dozen companies at random, spend a day walking through their offices and studying their organization charts, and then go overseas and take the same kind of hard look at their opposite numbers abroad."

■ Listeners at the AMA powwow frequently nodded in agreement when Hawley issued such salvos as: "The quality of leadership is the determinative factor in every institution that makes up our society. Whether it's the parent-teacher association, or a country club or a church—if you have the right person heading it up, it gets some place. If you don't, it doesn't. If you don't have leadership, you can appoint committees and draw organization charts and make speeches about cooperation until you're blue in the face, but nothing happens."

Author Hawley deplored weak multiple management right down to the finish line: "A healthy corporation must be a business institution—not a social institution devoted to the all-out pursuit of mass happiness . . . A new image is being cast. We're getting up a new prototype for the ideal corporation executive, a new model to follow. And it *is* new. We're going back to the Old Man who went out with the depression . . ."

■ The sobering Hawley talk drew much applause, much approval, some dissents. Out in the lobby, one man said: "I grew up with dynamic individual leadership. It was the cause of our company's capitulation to the union. It kept us small when we should have been growing large. It restricted our research and let competition walk all over us, because every decision was left to just one man. There was only one decision that was forced on him: The mandate to merge. Now our company is going along fine without him."

Hawley gave the AMA convention a rousing, thought-provoking, curtain-raising greeting. Not everyone agreed with everything he said, but everybody listened. Right or wrong, he gave the delegates something to chew over. Personally, we hope he sells a lot of books. #

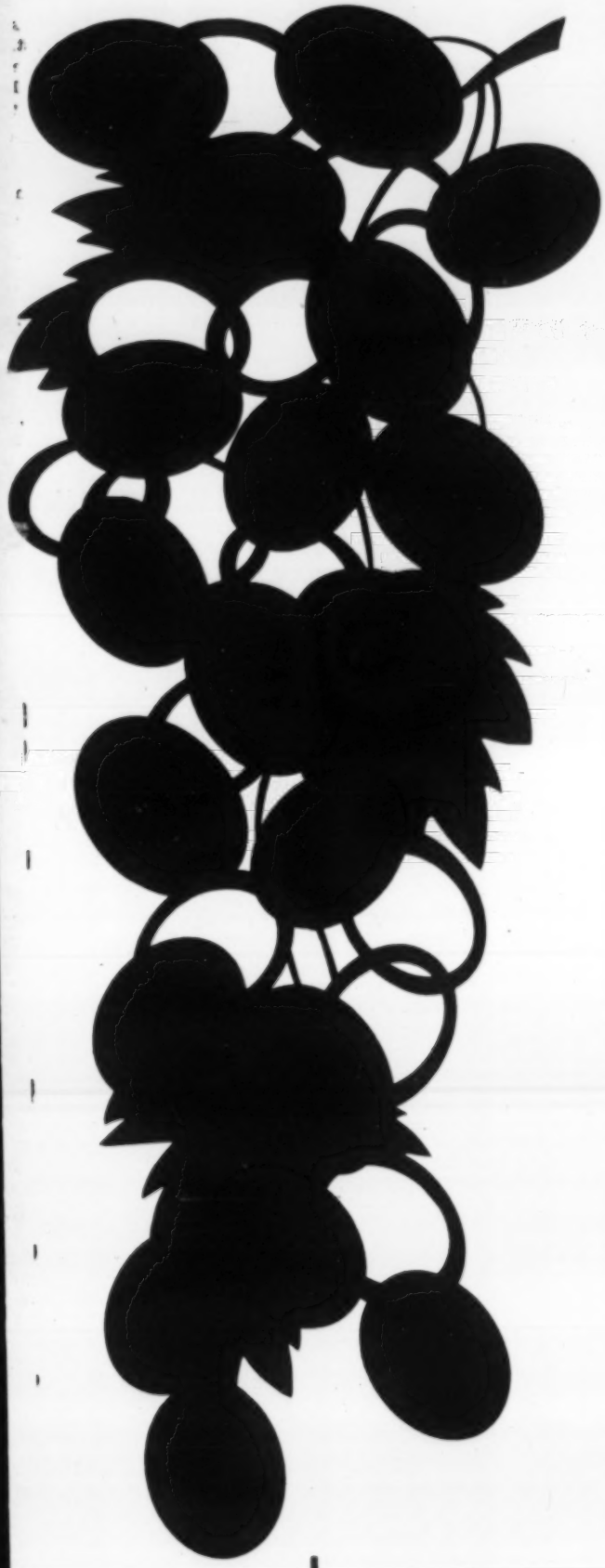
BIZ QUIZ

Lester Leber

Compiled by Lester Leber

Nobody can possibly have in his mind all the facts on which the following multiple-choice questions are based. But you never know when such knowledge will make you seem like a pundit. Check your information and intuition against the answers on Page 107.

1. In leading newspapers the amount of space devoted to editorial matter as against advertising breaks down as follows
   (A) There is more advertising
   (B) There is more news-and-features
   (C) They run about the same
2. Category that spends the largest percentage of its sales on advertising is
   (A) Beer (B) Drugs (C) Cosmetics
3. At 10 p.m. 49% of the tv audience is women. At 11:30 p.m. the figure for female listeners is
   (A) 44% (B) 49% (C) 54%
4. TV commercials most liked are in the field of
   (A) Cigarets (B) Beer (C) Drugs
5. Cost of producing each one of the Ford tv commercials featuring "Peanuts" cartoon characters is estimated at
   (A) $6,000 (B) $12,000 (C) $18,000
6. A "confidential study" conducted last month showed that among adults those with no knowledge of tv's "rigged quiz shows" are
   (A) 30% (B) 50% (C) 70%
7. Last year Gillette Co. had sales over $200,000,000. The biggest chunk came from
   (A) Shaving products (B) Toni (C) Paper Mate
8. In terms of time devoted to formal schooling the median for American adults is
   (A) 8 years (B) 10 years (C) 12 years
9. Number of people employed by the Federal Trade Commission is
   (A) 720 (B) 7,200 (C) 72,000
10. Cost of conducting the recently-released Politz study of advertising page exposure in four magazines was
    (A) $6,800 (B) $68,000 (C) $680,000
11. Two-thirds of all telephones are now being made in colors other than black. The favorite is
    (A) Pink (B) White (C) Beige
12. Annual population increase in the U.S. is
    (A) 0.8% (B) 1.8% (C) 2.8%
13. In number of units sold at retail, the leader last year was
    (A) Radios (B) TV sets (C) Phonographs
14. City with the largest number of factory workers is
    (A) Detroit (B) New York (C) Chicago
15. Independent retailers with one to three stores do the following share of America's total food store sales:
    (A) 18% (B) 38% (C) 58%
16. Of all American women those who have ever bought perfume for themselves constitute
    (A) 40% (B) 60% (C) 80%
17. Number of American families who own dogs as pets is
    (A) 7,000,000 (B) 17,000,000 (C) 27,000,000
18. Commercial air lines flew about 4,000,000 hours last year. The figure for executive aircraft was
    (A) 2,000,000 (B) 4,000,000 (C) 6,000,000
19. Of American women those who drive cars represent
    (A) 40% (B) 60% (C) 80%
20. A survey among employes asked this question: "Which would you say has done most to improve living standards in this country?" Of the three choices given, the most votes went to
    (A) Government leaders (B) Union leaders (C) Business leaders



smell these grapes*...

The grapevine says:

Newspaper and magazine ads can now be scented in authentic aromas...

aroma A NEW DIMENSION in advertising, merchandising and packaging adds **scent-appeal** and **sales-appeal** to your product. Through a unique process the authentic aroma of your product (or any fragrance you wish your product to be associated with) can be impregnated into your advertising or packaging material.

This means AROMA can go to work for you in:

Newspaper Ads
Magazine Ads
Mail Advertising
Point-of-Purchase Advertising
Wrapping Material
Boxes & Cartons
Polyethylene Bags

AROMA speaks well—for the merchandise you want to sell

THE FRAGRANCE PROCESS COMPANY, Inc.
667 Madison Avenue, New York 21, N. Y. Phone: TEmpleton 8-2344
Alfred Neuwald, *president* Jack Barry, *vice-president*

** Grape is just one of our aromas— we have hundreds including:*

CHOCOLATE
BAKERY GOODS
CINNAMON
PINE-SPRUCE
NEW CAR SMELL
ORANGES
STRAWBERRY
POTATOES
NEW MOWN HAY
LINENS
PERFUMES
SMOKED HAM
CLEAN SMELL
LINGERIE
SPICES
CAKE MIXES
FLORAL FRAGRANCES
SPORT GOODS
BEVERAGES
PINE

For immediate action, cut out and mail

Mr. Jack Barry
The Fragrance Process Co., Inc.
667 Madison Avenue
New York 21, N. Y.

Without obligation, please send us detailed information about **scenting**.

- ☐ Newspaper Ads
- ☐ Magazine Ads
- ☐ Direct Mail
- ☐ P-O-P Advertising
- ☐ Packaging
- ☐ Polyethylene Bags

Name
Title
Company
Street
City State

Learning from the Retail Ads . . .

The 'Make 'em Suffer Through It' Ad

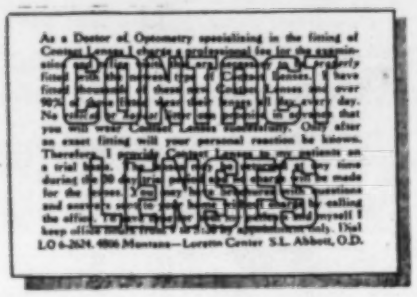
By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Almost anything can happen in Texas. I lived there several years. It never gets out of your blood. I loved it. Still do. Even though it's too big to love. When I lived there, to quote an old preacher friend of mine: "It was fuller of cows and preachers, and emptier of milk and religion than any other place on earth."

But as I was saying, anything can happen in Texas. That's where a city 50 miles inland is one of the greatest ports in the U. S. It's got the only river that runs dust. The state is wet and dry at the same time. More Cadillacs pass Commerce and Ervay in Dallas in an hour than any other place on earth. They tear down skyscrapers to build higher ones. And real Texans brag about a landscape "where there ain't a tree to spoil the view."

■ It's no wonder a Texas ad for people who can't see well, and need contact lenses, is deliberately made as hard to read as human ingenuity can contrive. According to information in front of me, an optometrist "is not a physician or doctor of medicine. The word optometry


As a Doctor of Optometry specializing in the fitting of Contact Lenses I charge a professional fee for the examination and fitting which [illegible] properly fitted with contact lenses. I have fitted thousands of these and Contact Lenses and over 90% of those fitted wear them longer all day, every day. No [illegible] your own eyes [illegible] that you will wear Contact Lenses successfully. Only after an exact fitting will your personal reaction be known. Therefore, I consider Corneal Lenses to be patients on a trial basis. The [illegible] charged for my time during the 90 days [illegible] and charge can be made for the lenses. If you have [illegible] questions and want to [illegible] by calling the office. [illegible] myself I keep office hours [illegible] Dial LO 6-2424. 4926 Maureen—Loraine Center S.L. Abbott, O.D.

comes from two Greek words—*opto*, meaning 'eye', and *meter*, 'measure'."

But this Texas ad starts off: "As a Doctor of Optometry . . ." Maybe in Texas they're doctors. I couldn't read the rest of it very easily. If I had contact lenses I probably could. But then if I had contact lenses I wouldn't be interested in buying more, nor in this ad.

Texas is just different.

Wouldn't you think someone in the newspaper business or advertising business would get this O.D. off into a corner (granted they're hard to find in Texas) and tell him a few simple facts of life about readership and ease of reading, about typography and overprinting? #

From an Art Director's Viewpoint . . .

Dig a Little

By Andy Armstrong

Let's see if we can figure it out. The page carries a little panel in the top right-hand corner. It says, "Advertisement." Under the bed we can spot six cans of Woolite, neatly stacked. It's probably safe to assume we have an ad here for something called Woolite.

Andy Armstrong

But what is Woolite? We can't make out the other words on the cans. Is Woolite a paint? Will the old lady repaint her bedroom? She looks too shrewd to risk her bones on a stepladder.

Then perhaps Woolite is a cat food. We see the cat. Do you see the cat? Dick and Jane see the cat. Six cans of Woolite and a fat cat. It figures. But why stash cat food under the bed?

■ Try again. Suppose those are not cans after all. Why should we assume they are cans? How can we assume *anything* about this "advertisement"? Suppose those cylindrical things are rolls of tissue. But they are under the bed too, so we are back where we started.

Right here we could panic unless we get a grip on ourselves. This is a real challenge. Somebody has got to work it out.

■ Maybe we have ignored the obvious. Look at the old lady's newspaper. "Financial Section," it says. And right beside her is an old ticker tape dispenser. What inductive leap can we make now? Ticker tape, financial section, old lady—hey, what about money? Maybe those *are* cans. Cans full of money.

That must be it. CANS FULL OF WOOLITE MONEY. Probably five thousand dollars in each can for a thirty thousand total. Isn't that about what the page

costs? Thirty thousand in Woolite money.

Before we go limp, let's look at one more possibility—down in the left-hand corner, in small but legible type. Some words we missed. "Photography by Wm. Kahn, N.Y.C."

■ All this digging has been a waste of time. That Woolite, whatever it is, is just a prop. The advertiser, obviously, is Wm. Kahn, N.Y.C. The product is photography.

And very excellent photography, wouldn't you say? Mr. Kahn is an outstanding photographer, judging by what he did with this picture. Mr. Kahn has a flair for publicity, too. He takes pages in national magazines. But why didn't he include his phone number? We might have some work for him. Guy just walked in here with a great product, see? A cold water soap. Great chance for demonstration. The story writes itself. All we need is some great pictures. Where can we get hold of Mr. Kahn? #

Tips for the Production Man . . .

The Way It Is

By Kenneth B. Butler

Interesting Color Combination—I've been seeing much lately of a color combination that seems to have a lot of punch without being gaudy. The darker of the two colors—the ink used for halftones and type—is a serviceable brown that I would characterize as a walnut brown. The lighter, contrasting color, the strong color, is orange. Orange probably will not serve for headlines except in large and quite bold versions, but it is suitable for overprint and when designed next to or within solid areas of brown carries a real wallop.

• • •

AM to MM—*American Machinist* is being changed over to *Metalworking Manufacturing*. Says the announcement, forthrightly, "*American Machinist*, as a name for this 83-year-old publication, is today one of the most complete misnomers in industrial publishing. It was a fine name back in the days when a machinist was a man who ran his own business. Today, all the average machinist runs is a machine and *American Machinist* has not been edited for *him* for fifty years."

The process used in changing this name is interesting from a graphic point of view. First a sub-title was adopted which properly identified the publication's sphere of interest, which was "The Magazine of Metalworking Manufacturing." This was run for some time, to establish familiarity with the new future title. Now the new name appears on the cover to the right of, occupying equal prominence with the old name, separated by a slanted line.

The new title is worked up in distinctively different type to give it a personality apart from the former name. Undoubtedly the old name gradually will be reduced in size and finally dropped.

Reverse Type for Ludlow—A couple of years ago we made reference to availability of mats for use on Ludlow typesetter machines which would produce reverse plates of display lines. We also showed an exhibit of some of the offbeat variations that are possible without the expense of engraving. We now learn that the maker of these mats, Service Engravers, 692 Broadway, New York 12, has introduced a larger size, 48 point. The type face is condensed sans serif.

• • •

How Much for Alterations?—I have been asked by a production man to state what percentage of the total cost of producing a booklet, mailing piece, or catalog, might be considered reasonable to cover the cost of remakes, alterations and changes. He was not referring to the fairness of a supplier's charge, but rather to learn how much latitude the creative and production department might logically expect without being out of line.

■ This is a difficult one. Much depends on the extent to which the buyer is a perfectionist. Moreover, a percentage on the grand total is an inexact yardstick at best because most changes and remakes are at the composition and makeup level whereas the length of press run and kind of paper used each greatly affect the resulting percentage.

"Well, just give me a f'rinstance," he begged. So here goes. Striking some kind of an average I will venture that composition and engravings comprise one-fifth of the completed billing. Any creative team worth its salt ought to perform within a 20% margin of error. Applied to the whole this would give 4% as an allowable tolerance for misjudgment.

Those who don't agree are entitled to work out their own formula. I only work here. #

BIZ QUIZ

Answers to the questions on Page 104

1. (A) Much more linage is devoted to advertising than to editorial matter. In papers such as Los Angeles Times, Miami Herald and New York Times about 70% of all space goes to advertising.
2. (C) Perfumes, cosmetics and other toilet preparations invested 14.68% of their sales in advertising during 1957-58. Drugs and medicines spent 10.27%. Figure for malt beverages was 6.87%.
3. (C) Nielsen ratings show that the percentage of women in a tv audience grows larger as the hour grows later.
4. (B) Survey made last year for ADVERTISING AGE showed greatest affection and least dislike for beer commercials. Conversely, least liked and most disliked are the headache remedies.
5. (C) $18,000 is estimated cost. JWT is the agency and Playhouse of Hollywood the producer.
6. (C) Marion Harper, president of McCann-Erickson, is authority for this statement.
7. (A) Gillette's report to stockholders states that during the past three years shaving products have averaged 65% of total sales with the Toni line contributing 26% and Paper Mate doing 9%.
8. (B) The average American adult has completed 10 years of school.
9. (A) FTC has only 720 employes, including messengers. They are spread among nine field offices and Washington headquarters.
10. (C) Reader's Digest and The Saturday Evening Post each paid $340,000 for the Politz survey of 32,000 readers.
11. (B) White leads with 27%. Then come beige with 22% and pink with 12%. (Despite the promotion of "color" sets, black and white thus constitute 60% of the total among new phones.)
12. (B) This year will see about 3,500,000 more Americans added to our present population of nearly 180 million. The increase in our standard of living is evident from an annual growth of 3% in gross national product, as against 1.8% in population.
13. (A) It was radio's biggest year since 1948. 8,900,000 sets were moved. Tv receivers sold to the tune of 5,700,000. For phonographs the figure was 4,400,000.
14. (B) New York's diversity continues to keep it supreme with 900,000 production workers in 40,000 plants.
15. (C) Despite the growth of food chain operations, independents still do more than the multi-store giants.
16. (A) Perfume appears to be essentially a gift item. 60% of women say they have never bought it for their own use. And most of the gifts came from men.
17. (B) 17 million families own and feed 24 million dogs.
18. (C) Aviation's greatest recent growth has been in the fleet of utility and executive aircraft. Last year makers of planes for business flying shipped 7,689 units valued at $170 million.
19. (C) Survey by National Panel of Consumer Opinion shows that 8 out of 10 women drive. 48% of these drive daily and 90% do so at least once a week.
20. (B) Opinion Research Corporation reported that 47% voted for union leaders. Business and government leaders each received 18%.

March Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

	Pages				Lines			
	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959
Weeklies, Bi-Weeklies, Semi-Monthlies								
Commonweal	15.8	16.1	29.8	37.7	6,636	6,762	12,516	15,834
Cue	65.8	60.8	126.7	124.4	28,241	25,739	54,337	53,408
Down Beat	33.1	34.8	71.8	72.8	13,916	14,630	30,170	30,590
Grit	23.7	30.0	49.0	58.1	23,710	29,974	48,991	58,109
†Life	296.5	231.4	461.6	413.2	201,621	157,332	313,913	280,999
Look	114.7	86.1	177.2	143.9	77,969	58,514	120,523	97,825
†Newsweek	274.7	212.9	430.1	390.5	115,374	89,418	180,642	164,010
§New Yorker	378.8	335.2	676.7	621.8	162,518	143,801	290,304	266,747
#National	370.5	325.7	659.4	603.1	158,928	139,725	282,873	258,718
#Sectional	29.9	32.3	60.8	65.2	12,823	13,882	26,090	27,999
Presbyterian Life	15.8	18.6	25.7	28.9	6,664	7,807	10,867	12,127
The Reporter	32.8	21.2	57.2	42.0	16,148	8,898	26,409	17,652
Saturday Evening Post	219.7	195.9	386.1	367.2	149,384	133,215	262,528	249,686
Saturday Review	91.4	98.4	197.5	208.0	38,375	41,326	82,937	87,359
Sporting News	10.9	17.0	12.2	31.5	11,822	18,451	13,267	34,141
‡†*Sports Illustrated	149.8	86.3	221.7	141.3	62,931	36,825	93,123	60,405
†Time	319.7	222.7	510.4	431.7	134,271	93,528	214,375	181,309
TV Guide	60.2	42.8	121.8	100.5	10,955	7,788	22,172	18,294
†U.S. News & World Report	248.0	200.4	410.3	394.2	104,160	84,168	172,326	165,564
Total Group	2,351.4	1,909.8	3,965.8	3,607.7	1,164,695	958,176	1,949,400	1,794,059

#Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. *These figures adjusted for regional space. †Five issues February 1960; four issues February 1959. ‡Changed from 429-line page to 420-line page January 1960.

Women's								
†Bride & Home	—	—	131.3	73.5	—	—	83,054	46,558
†Bride's Magazine	—	—	226.1	214.7	—	—	142,895	135,690
Everywoman's Family Circle	58.1	52.0	154.3	119.8	24,925	22,308	66,194	51,394
Good Housekeeping	104.0	110.0	239.3	243.2	44,627	47,153	102,640	104,335
Ladies' Home Journal	96.4	113.1	230.3	260.4	65,581	76,903	156,623	177,050
McCall's	118.0	76.1	240.0	184.2	80,253	51,766	163,188	125,282
Modern Bride	100.9	99.6	216.8	228.8	63,756	62,966	136,992	144,576
*§Parents' Magazine:								
National Edition	79.3	69.6	180.6	157.8	34,003	29,869	77,431	67,691
Metropolitan New York Ed.	85.1	78.4	195.2	172.3	36,515	33,645	83,736	73,918
Pacific Mountain Edition	82.1	72.9	185.6	164.5	35,219	30,866	79,577	70,182
Seventeen	127.1	115.5	281.4	264.6	86,425	78,518	191,349	179,928
*Woman's Day	47.8	5.3	123.7	111.8	20,518	22,021	53,080	47,965
The Workbasket	49.8	39.6	141.4	137.5	9,767	7,765	27,730	26,964
Total Group	948.6	878.1	2,546.0	2,333.1	501,589	463,780	1,364,489	1,251,533

†Published quarterly in January, April, July and October. Cumulative figures shown for January issue. *Includes sectional linage prorated to circulation of regional editions. §Includes Shopping Scout Section and School & Camp linage.

General								
American Artist	24.1	23.3	76.7	77.1	10,106	9,773	22,205	32,387
American Forests	18.7	16.6	54.8	40.0	7,854	6,972	23,016	16,800
American Legion	15.3	15.4	45.4	47.2	6,446	6,497	19,101	19,842
Argosy	17.3	23.4	53.2	65.2	7,409	10,034	22,814	27,940
Atlantic	52.0	40.3	127.8	120.3	21,846	16,926	53,686	50,561
†Christian Herald	39.0	36.7	118.8	124.9	16,766	15,746	51,022	53,601
Columbia	12.9	14.5	39.7	40.5	5,429	6,103	16,691	17,017
Coronet	68.5	68.0	188.5	159.0	12,330	12,240	33,930	28,620
Cosmopolitan	19.1	22.2	73.5	68.1	8,158	9,519	31,520	29,218
Ebony	81.9	80.4	211.2	211.2	55,753	54,672	143,618	143,637
Elks Magazine	14.0	14.1	40.0	34.6	6,005	6,097	17,250	15,946
††Esquire	69.0	55.5	181.9	173.4	46,368	37,296	122,237	116,525
Extension	20.3	17.4	49.6	51.7	13,934	12,003	34,096	35,578
Flying	48.0	52.0	168.7	148.8	20,173	21,823	70,862	62,488
*Golf Digest	28.9	36.5	55.7	36.5	5,655	7,444	16,215	7,444
Gourmet	35.1	30.6	89.0	78.9	15,076	13,129	38,192	33,837
Grade Teacher	48.2	44.0	120.2	100.1	21,269	19,425	53,015	44,162
Harper's Magazine	50.0	38.6	121.7	111.1	21,013	16,241	51,114	46,672
High Fidelity	74.0	84.0	205.4	230.7	31,080	35,280	86,268	96,894
Hi Fi Review	58.2	49.8	148.1	133.4	24,431	20,899	62,185	56,041
Holiday	118.6	102.8	309.8	261.4	80,614	69,897	210,665	177,737
Hot Rod	40.3	30.6	111.5	85.2	16,926	12,880	46,802	35,826
Improvement Era	29.4	27.1	71.1	66.2	12,355	11,396	29,861	27,800
Instructor	43.3	41.9	110.2	94.4	29,644	28,682	74,355	64,584
Kiwanis Magazine	6.8	9.7	19.5	23.2	2,845	4,071	8,178	9,759
Motor Boating	161.8	143.5	583.0	428.4	95,109	84,356	342,829	310,734
Motor Life	16.9	21.0	42.0	49.3	7,084	8,820	17,640	20,696
Motor Trend	24.4	17.4	64.5	63.1	10,234	7,336	27,076	25,244
National Geographic Magazine	62.8	48.8	147.5	112.8	14,952	11,606	35,094	26,838
Playboy	23.8	26.4	57.0	49.6	9,983	11,075	23,913	20,834
Popular Boating	87.6	80.9	297.6	253.5	51,491	47,563	174,965	149,064
Popular Photography	65.1	67.8	206.8	207.5	27,355	28,472	86,835	87,137
Promenade	23.4	20.2	54.1	51.1	10,012	8,656	23,203	21,918
Reader's Digest	77.5	78.0	185.5	193.5	14,110	14,196	33,754	35,217
Redbook	42.8	37.1	107.9	91.1	18,375	15,921	46,297	39,082
Road & Track	27.2	20.1	104.8	66.2	11,424	8,442	44,028	27,804
Rotarian	5.3	9.3	17.5	24.0	2,209	3,910	7,320	10,077
Sports Cars Illustrated	33.1	20.4	97.8	62.2	13,898	8,560	41,093	26,120
Today's Health	23.6	25.6	66.5	71.7	10,148	10,985	28,570	31,676
Together	10.9	14.4	27.9	35.0	4,662	6,190	11,982	15,105
Town & Country	81.0	93.1	195.6	185.2	51,202	58,862	123,694	117,100
True	28.0	31.9	70.4	74.8	12,020	13,668	30,205	32,072
V. F. W. Magazine	10.8	12.6	31.1	33.7	4,545	5,276	13,430	14,167
Yachting	150.8	129.0	521.8	462.7	88,670	75,852	306,818	272,068
Total Group	1,989.7	1,872.9	5,671.3	5,098.5	956,968	894,791	2,757,644	2,533,869

†This year's linage does not include any linage carried in Protestant Church Buildings. This publication formerly was bound into Christian Herald quarterly; now it is a separate quarterly publication. ††Total represents national advertising plus sectional at reduced decimal equivalent. *Changed from 204-line page to 196-line page March 1960.

Home								
American Home	45.6	63.5	117.9	145.8	28,805	40,105	74,500	92,118
Antiques	64.4	55.9	190.5	186.2	18,934	16,427	57,007	54,631
Better Homes & Gardens	110.0	102.5	231.2	233.9	69,526	64,761	146,135	147,843
Flower & Garden	57.7	44.4	144.6	116.3	24,232	18,640	60,723	48,839
Flower Grower	70.5	75.4	183.8	182.3	29,594	31,664	77,197	76,476
House & Garden	75.9	55.1	156.1	117.8	47,984	34,852	98,683	74,473
House Beautiful	101.0	97.8	225.9	202.7	63,839	61,813	142,812	128,123
†Living for Young Homemakers	67.9	71.9	140.0	141.0	42,883	45,418	88,498	89,124
Popular Gardening	70.9	64.4	178.4	165.4	29,782	27,059	74,922	69,451
Sunset Magazine	147.8	133.0	324.2	282.5	62,125	55,888	136,210	118,688
Total Group	811.7	763.9	1,892.6	1,773.9	417,704	396,627	956,687	899,766

†Sectional linage included.

Glamour								
*†Glamour	102.8	98.5	256.2	192.2	44,106	42,261	109,938	82,483
Harper's Bazaar	123.3	93.3	269.3	301.4	77,942	59,008	170,203	190,492
†Mademoiselle	115.9	74.8	224.7	187.5	49,736	32,093	96,380	80,457
Vogue	175.3	150.6	467.5	430.8	110,852	95,182	295,437	272,308
Total Group	517.3	417.2	1,217.7	1,111.9	282,635	228,544	671,958	625,740

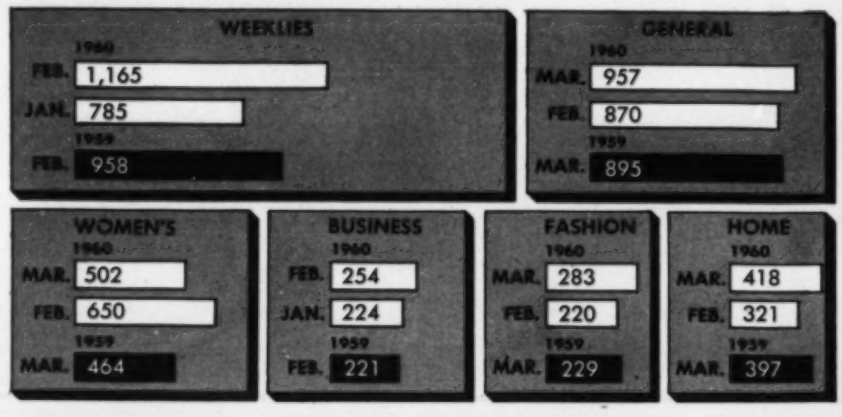
†Sectional linage included. *Glamour figures also include linage for Charm, which was incorporated with Glamour effective November 1959.

Movie-Romance-Radio-TV								
Dell Modern Group:								
Modern Romances	26.5	34.1	74.0	72.4	11,360	14,647	31,723	31,081
Modern Screen	13.9	15.7	44.0	37.6	5,974	6,729	18,874	16,112
Screen Stories	12.3	13.7	39.4	34.0	5,259	5,871	16,874	14,554
Fawcett Women's Group:								
Motion Picture	13.4	14.2	40.6	40.9	5,750	6,104	17,425	17,570
True Confession	24.3	25.1	68.4	69.8	10,406	10,766	29,342	29,963
Hillman Romance Group	5.3	2.5	13.3	8.9	2,280	1,091	5,767	3,866
Hillman Women's Group	20.8	24.0	64.5	46.6	8,965	10,332	27,783	20,052
Ideal Women's Group:								
Intimate Story	28.3	24.8	77.7	63.2	12,132	10,618	33,351	27,118
Movie Life	25.7	22.5	70.9	58.4	11,006	9,655	30,412	25,058
Movie Star TV Close-Ups	25.7	22.5	71.0	58.4	11,006	9,641	30,426	25,046
Personal Romances	28.4	24.9	78.3	63.5	12,189	10,675	33,602	27,267
TV Star Parade	22.0	20.6	61.6	52.1	9,453	8,825	26,458	22,297
†Screenland	11.5	12.5	33.2	38.8	4,949	5,346	14,238	16,638
Secrets Romance Group:								
Revealing Romances	22.1	23.0	65.0	63.6	9,479	9,881	27,884	27,292
Confidential Confessions	22.1	22.9	65.0	52.1	9,479	9,829	27,870	22,360
Daring Romances	22.1	22.9	65.0	62.9	9,479	9,829	27,870	27,002
Secrets	22.1	23.0	65.0	63.6	9,479	9,881	27,884	27,278
True Story Women's Group:								
Photoplay	18.3	28.8	55.3	76.4	7,831	12,359	23,706	32,788
True Experience	13.7	12.9	43.7	47.0	5,880	5,523	18,753	20,180
True Love Stories	14.4	12.9	45.1	47.5	6,156	5,544	19,348	20,359
True Romance	13.6	13.6	43.5	48.7	5,839	5,821	18,674	20,908
True Story	54.4	58.5	144.0	153.0	23,339	25,109	60,493	65,615
TV-Radio Mirror	10.5	10.2	34.4	40.1	4,489	4,377	14,755	17,191
Total Group	471.4	485.8	1,362.9	1,299.5	202,179	208,453	583,512	557,595

NOTE: Figures for each publication in the Fawcett, Ideal and True Story groups include all advertising carried by the group as a whole PLUS additional advertising carried by each individual publication. †Published bi-monthly; alternates with Silver Screen.

Magazine Linage Trend

Figures in Thousands



§Business (March)								
Dun's Review & Modern Industry	97.9	99.3	230.0	242.5	41,118	41,688	96,612	101,874
Fortune	195.7	164.5	500.0	415.5	123,714	103,964	316,000	262,596
Management Methods	59.0	44.1	161.0	124.5	24,780	18,522	67,620	52,290
Nation's Business	60.7	53.7	149.3	145.0	25,480	22,574	62,685	60,915
Total Group	413.3	361.6	1,040.3	927.5	215,092	186,748	542,917	477,675

§Because current month linage figures for several publications are not yet available this group is broken into a March and a February Section.

	Pages				Lines			
	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959	Feb. 1960	Feb. 1959	Jan.-Feb. 1960	Jan.-Feb. 1959
Business (February)								
Barron's	84.0	76.0	156.8	145.5	55,137	49,862	102,858	95,446
Business Week	384.4	307.5	692.0	639.5	161,440	129,158	290,619	268,203
Financial World	37.6	46.6	81.8	105.4	15,774	19,599	34,350	44,292
Forbes	51.2	54.1	118.1	119.6	21,491	22,713	49,596	50,223
Total Group	557.2	484.2	1,048.7	1,010.0	253,842	221,332	477,423	458,164

	Pages				Lines			
	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959	March 1960	March 1959	Jan.-March 1960	Jan.-March 1959
Farm Magazines								
†Capper's Farmer (mon)	—	—	67.9	83.8	—	—	29,140	35,950
Farm & Ranch—Southern Agriculturist: (mon)								
#Southeastern Edition	42.0	52.3	122.6	133.2	18,027	22,418	52,588	57,132
#Southwestern Edition	40.6	43.9	116.5	116.2	17,437	18,833	49,973	49,832
Average 2 Editions	41.5	49.0	120.2	126.5	17,796	21,020	51,567	54,285
Farm Journal: (mon)								
#Central Edition	126.5	103.4	303.7	256.9	54,251	44,348	130,400	110,212
#Eastern Edition	102.3	90.2	246.5	231.9	43,885	38,702	105,734	99,466
#Southeastern Edition	92.6	78.7	210.6	199.5	39,738	33,769	90,345	85,597
#Southwestern Edition	93.3	78.7	211.4	199.5	40,025	33,769	90,704	85,597
#Western Edition	103.8	95.7	252.9	246.2	44,529	41,065	108,508	105,626
Average 5 Editions	103.7	89.3	242.7	226.8	44,486	38,331	104,138	97,300
Progressive Farmer: (mon)								
#Carolina-Va. Edition	104.2	106.3	267.8	240.7	70,872	72,311	182,131	163,692
#Ga.-Ala.-Fla. Edition	99.5	101.4	260.9	228.2	67,674	68,951	177,422	155,175
#Ky.-Tenn.-W.Va. Edition	89.0	96.1	237.1	216.9	60,522	65,341	161,265	147,517
#Miss.-La.-Ark. Edition	92.0	93.1	231.0	215.2	62,550	63,269	157,098	146,357
#Texas Edition	91.4	93.7	229.5	218.7	62,197	63,774	156,119	148,684
Average 5 Editions	95.2	98.1	245.3	223.9	64,763	66,729	166,807	152,285
Successful Farming (mon)	95.9	109.7	233.6	244.5	43,137	49,382	105,113	110,044
Total Group	336.3	346.1	841.8	821.7	170,182	175,462	427,625	413,914

#Not included in totals.
†Not included in totals. Cumulative figures shown are for January-February issue. March figures are not reported by the magazine, which will discontinue publication with its April issue.

Youth								
American Girl	33.1	24.7	74.5	70.8	14,192	10,599	31,964	30,362
Boys' Life	26.8	25.5	81.7	82.7	18,248	20,060	55,533	56,272
Child Life	1.2	.3	2.5	2.8	520	122	1,101	1,214
†Scholastic Magazines	34.9	32.0	135.3	113.0	14,594	13,471	56,806	47,100
Scholastic Roto	9.7	6.1	23.6	17.4	8,482	5,329	20,655	15,263
†Teen Magazine	14.4	4.2	41.9	14.2	6,034	1,778	17,584	5,992
Total Group	120.1	92.8	359.5	300.9	62,070	51,359	183,643	156,203

†Four issues March 1960; three issues March 1959.

Mechanics & Science								
Mechanix Illustrated	80.7	77.9	233.2	238.6	18,078	17,455	52,229	53,452
Popular Electronics	52.7	61.1	159.6	177.0	11,794	13,695	35,739	39,639

(Continued on Page 110)

MULTIPLY A PRETTY GIRL BY A MILLION

Whether they're out for tulips or trousseaux, every month a million young women start shopping with Glamour in hand! Glamour incorporating Charm combines news with know-how — offers "how to" advice and authority — pre-sells fashion in everything! It's the magazine which gives *buying impetus* to the biggest fashion audience in America — the receptive million young women with Glamour!

a new fashion concept • a new million market • a new way to profit

	Pages March 1960	Pages March 1959	Pages Jan.-March 1960	Pages Jan.-March 1959	Lines March 1960	Lines March 1959	Lines Jan.-March 1960	Lines Jan.-March 1959
Popular Mechanics	121.6	129.7	362.6	385.0	27,245	29,048	78,996	86,228
Popular Science	117.0	110.3	324.6	342.2	26,201	24,703	72,704	76,641
†Science & Mechanics	—	—	108.0	116.2	—	—	24,189	26,029
Total Group	372.0	379.0	1,178.0	1,259.0	83,318	84,901	263,857	281,989

†Published bi-monthly; cumulative figures shown for February issue.

Outdoor & Sport

American Rifleman	48.9	47.4	136.5	139.6	20,975	20,341	58,548	59,886
Field & Stream	93.2	90.4	201.0	204.4	39,969	38,779	86,220	87,686
Fur-Fish-Game	22.6	23.7	65.4	64.9	9,684	10,178	28,037	27,847
Guns	22.2	20.3	56.0	55.5	9,524	8,709	24,024	23,810
Outdoor Life	82.3	94.4	185.5	209.8	35,298	40,477	79,559	90,001
Sports Afield	64.9	75.1	159.2	179.6	27,824	32,223	68,218	77,061
Total Group	334.1	351.3	803.6	853.8	143,274	150,707	344,606	366,291

Detective & Fiction

Cavalier	26.5	18.9	78.0	55.5	11,354	8,101	33,477	23,815
Dell Men's Group	13.0	14.3	41.8	40.9	5,592	6,142	17,918	17,555
Thrilling Group	7.6	9.7	23.4	29.3	1,703	2,166	5,236	6,462
Total Group	47.1	42.9	143.2	125.7	18,649	16,409	56,631	47,832

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

†The American Weekly	22.1	44.2	83.1	117.8	18,772	37,543	70,592	100,052
†Family Weekly	39.0	52.9	98.6	135.7	33,150	45,002	83,827	115,433
†Parade	54.3	84.0	162.8	211.0	46,113	71,376	138,392	179,354
†This Week Magazine	68.7	80.5	209.9	215.5	58,431	68,461	178,383	183,183
Total Group	184.1	261.6	554.4	680.0	156,466	222,382	371,194	578,022

†Four issues March 1960; five issues March 1959.

	Pages Feb. 1960	Pages Feb. 1959	Pages Jan.-Feb. 1960	Pages Jan.-Feb. 1959	Lines Feb. 1960	Lines Feb. 1959	Lines Jan.-Feb. 1960	Lines Jan.-Feb. 1959

Newspaper Sections (II) (February)

(All other newspaper sections)

Chicago Tribune Magazine	142.7	119.5	306.9	235.6	121,316	101,587	260,890	200,241
New York Times Magazine	230.5	194.4	467.9	373.4	195,950	165,254	397,679	317,416
Philadelphia Inquirer	111.0	132.9	233.6	259.1	94,391	112,986	198,570	220,231
Total Group	484.2	446.8	1,008.4	868.1	411,657	379,827	857,139	737,888

	Pages March 1960	Pages March 1959	Pages Jan.-March 1960	Pages Jan.-March 1959	Lines March 1960	Lines March 1959	Lines Jan.-March 1960	Lines Jan.-March 1959

Comics Magazines

American Comics Group	7.0	7.0	21.0	21.0	2,646	2,646	7,938	7,938
Archie Comic Group	7.0	7.0	14.0	14.0	2,646	2,646	5,292	5,292
†Harvey Comics Group	8.0	8.0	25.0	24.0	3,024	3,024	9,450	9,072
National Comics Group:								
Blue Unit	5.5	7.0	18.0	19.5	2,079	2,646	6,804	7,371
Red Unit	5.0	8.0	17.5	20.5	1,890	3,024	6,615	7,749
Total Group	32.5	37.0	95.5	99.0	12,285	13,986	36,099	37,422

†Some books in group published monthly; others published bi-monthly.

Canadian National Weekend Newspapers (Rotogravure Linage)

†La Patrie	23.1	59.5	62.2	128.1	20,781	53,556	55,963	115,248
La Presse	78.4	83.6	203.1	209.5	70,575	75,255	182,862	188,609
††Perspectives	69.9	—	161.2	—	68,167	—	157,172	—
Star Weekly	92.7	105.8	247.6	248.0	81,154	92,589	216,667	217,022
Weekend Magazine	104.6	117.5	242.9	293.8	101,997	114,638	236,848	286,612
Total Group	368.7	366.4	917.0	879.4	342,674	336,038	849,512	807,491

†Four issues March 1960; five issues March 1959. ††First published September 12, 1959.

Canadian

*Canadian Homes	35.8	31.3	80.1	74.2	24,331	21,283	54,436	50,437
Chatelaine	75.8	68.5	164.9	155.0	51,531	46,548	112,116	105,403
Liberty	23.3	26.8	52.3	70.8	9,996	11,497	22,007	29,086
Maclean's	74.4	73.9	176.1	191.3	50,584	50,265	119,775	130,070
Reader's Digest								
English Edition	116.5	78.8	232.3	202.5	21,203	14,333	42,270	36,855
French Edition	125.3	90.8	240.0	220.3	22,796	16,517	43,680	40,086
Revue Moderne	16.7	19.9	34.0	51.8	11,352	13,539	23,134	35,238
Revue Populaire	24.7	19.2	57.9	41.6	17,289	13,473	40,156	29,134

	Pages March 1960	Pages March 1959	Pages Jan.-March 1960	Pages Jan.-March 1959	Lines March 1960	Lines March 1959	Lines Jan.-March 1960	Lines Jan.-March 1959
Samedi	14.0	12.9	30.3	33.5	9,815	9,020	21,232	23,497
#Saturday Night	42.3	35.6	64.7	64.2	17,788	14,928	27,215	26,922
††Time-Canadian	125.1	107.8	213.1	179.6	52,885	45,220	89,493	75,390
Total Group	506.5	422.1	1,067.9	1,041.0	218,897	196,475	478,806	479,806

*Formerly Canadian Homes & Gardens; name change effective March 1960. #Not included in totals; as March figures were not available as this issue went to press February figures are shown. †Five issues February 1960; four issues February 1959.

§Foreign (March)

†Hablemos	19.0	13.0	43.2	25.9	16,002	10,878	36,288	21,714
Popular Mechanics:								
Popular Mekanik (Danish)	27.0	19.5	69.0	54.5	6,048	4,368	15,456	12,208
††PM (Dutch)	9.8	—	32.3	—	2,195	—	7,235	—
Mecanique Populaire (French)	27.3	29.3	77.6	74.9	6,115	6,563	17,382	16,777
Populare Mechanik (German)	5.0	5.3	13.1	12.6	1,120	1,187	2,934	2,822
Popular Mekanik (Swedish)	13.0	8.0	33.5	24.0	2,912	1,792	7,504	5,376
*Mecanica Popular (Spanish)								
Mexican-Caribbean Ed.	27.1	—	69.5	—	6,062	—	15,554	—
Southern Hemisphere Ed.	13.7	—	39.3	—	3,068	—	8,808	—
Brazil (Portuguese)	29.5	—	57.1	—	6,608	—	12,796	—
Reader's Digest:								
Arabic	34.5	33.0	103.5	94.0	5,658	5,412	16,974	15,416
Argentine	45.0	37.5	114.0	99.0	8,190	6,825	20,748	18,018
Australian	63.0	62.3	164.0	175.8	11,466	11,330	29,848	31,987
Austrian	62.0	68.0	157.0	158.0	11,284	12,376	28,574	28,576
Belgian	52.0	35.0	126.0	98.0	9,100	6,125	22,050	17,150
British	85.5	64.0	215.0	172.5	15,903	11,904	39,990	32,085
Caribbean	50.0	59.0	161.0	140.5	9,100	10,738	29,302	25,571
Danish	41.3	39.3	95.5	95.0	7,013	6,673	16,235	16,150
Dutch	70.0	44.0	168.5	102.0	12,740	8,008	30,667	18,564
Finnish	27.0	20.0	60.0	50.0	5,022	3,720	11,160	9,300
French	139.0	114.0	285.0	260.3	24,325	19,950	49,875	45,544
French-Swiss	30.5	18.0	63.0	50.5	5,338	3,150	11,025	83,375
German	126.0	131.0	285.0	291.0	22,932	23,842	51,870	52,962
German-Swiss	38.0	24.5	84.0	65.0	6,916	4,459	15,288	11,830
Iberian	76.0	76.0	181.5	196.0	13,832	13,832	33,033	35,672
Indian	46.0	48.0	129.0	143.0	8,372	8,736	23,478	26,026
Italian	59.5	60.5	160.5	149.0	10,234	10,406	27,606	25,628
Japanese	27.0	32.0	97.5	107.5	4,536	5,376	16,380	18,060
Mexican	42.5	43.5	122.0	123.5	7,735	7,917	22,204	22,477
New Zealand	33.0	22.5	87.5	75.0	6,006	4,095	15,925	13,650
Norwegian	59.0	39.0	110.5	92.5	10,030	6,630	18,785	15,725
Portuguese	67.0	71.5	181.5	202.5	11,725	12,513	31,763	35,438
Overseas Military	37.0	34.0	108.0	103.0	6,734	6,188	19,656	18,746
South African	81.5	67.5	221.0	203.5	14,589	12,083	39,559	36,427
Southern Hemisphere	22.0	24.0	60.5	60.0	4,004	4,368	11,011	10,920
Swedish	71.0	58.5	136.5	112.5	13,206	10,881	25,389	20,925
Total Group	1,656.7	1,401.7	4,112.1	3,611.5	316,120	262,325	782,352	750,119

§Because current month linage figures for several publications are not yet available this group is broken into a March and a February section. †Four issues March 1960; five issues March 1959. ††First published January 1960. *Editions first published January 1960.

	Pages Feb. 1960	Pages Feb. 1959	Pages Jan.-Feb. 1960	Pages Jan.-Feb. 1959	Lines Feb. 1960	Lines Feb. 1959	Lines Jan.-Feb. 1960	Lines Jan.-Feb. 1959

Foreign (February)

Life International:								
†International Edition	122.5	76.7	144.2	97.4	83,385	52,275	98,090	66,300
††Mexican Edition	16.0	—	33.6	—	10,880	—	22,951	—
Spanish Edition	36.4	42.3	90.7	96.2	24,820	28,815	61,795	65,450
*(Caribbean Edition)	13.4	—	40.4	—	9,180	—	27,540	—
Newsweek:								
Pacific Edition	107.6	54.7	170.9	106.8	45,185	22,957	71,782	44,870
**European Edition	84.9	58.8	133.7	108.7	35,662	24,710	56,141	45,854
**Time International:								
Time-Atlantic	141.2	98.1	233.4	176.2	59,290	41,545	98,000	73,990
Time-Latin American	101.0	91.8	164.7	163.3	42,420	38,500	69,125	68,565
Time-Pacific	104.8	99.6	169.5	162.8	43,960	41,790	71,155	68,320
Vision:								
Visao (Portuguese)	109.0	121.0	208.0	243.3	45,780	50,820	87,360	102,200
Mexican Edition	15.3	11.5	28.3	32.5	6,440	4,830	11,900	13,650
Spanish Edition	67.0	56.9	133.7	137.1	28,140	23,905	56,140	57,575
Total Group	919.1	711.4	1,551.1	1,324.3	435,142	330,147	731,979	606,774

†Three issues February 1960; two issues February 1959. ††First published May 18, 1959. *First published January 1960. **Five issues February 1960; four issues February 1959.

Cleworth Adds Plastics Books

Reflex Publishing Co., Rotterdam, has named Cleworth Publishing Co., Cos Cob, Conn., as representative in the Western Hemisphere for a new magazine, *Made of Plastics*. The monthly publication gives a worldwide review of new plastic consumer goods, with articles printed in French, German and English.

Peacock Names Hughes

Walter J. Hughes has been named midwestern sales representative of Peacock Business Press, Park Ridge, Ill., replacing Don H. Larson, who will move to the company's eastern division in New York. Mr. Hughes formerly was with the Yellow Pages and merchandising divisions of Reuben H. Donnelley Corp., Chicago.

Admiral's Spring Drive to Stress Print Media Use

CHICAGO, March 15—Magazines and newspapers will carry the bulk of Admiral Corp.'s spring advertising campaign.

Magazine advertising will begin with a b&w page for Admiral's Thinline portable in *Life* April 11 and *The Saturday Evening Post* April 16. A b&w page for the company's Super Son-R remote control will run in *Life* May 9, and other tv receiver ads are scheduled for *Life* May 23 and for the *Post* June 11.

In newspapers, three 1,000-line ads for tv receivers with dealer listings will run in 82 markets the week of April 10. Two 1,000-line individual dealer ads are scheduled in each distributor's market during the weeks of April 24 and May 15.

■ Admiral's appliance promotion will include two color page ads in *The Saturday Evening Post* in March. A 1,505-line dealer listing ad will run in newspapers the week of March 21, with nine additional 900-line individual ads scheduled for March, April and May in each market.

The appliance promotion features an offer of a combination electric can opener and knife sharpener ($29.95 list price) offered for $4.95 with the purchase of any Admiral appliance.

Henri, Hurst & McDonald is the agency. #

GENERAL ADVERTISING?—IS THIS YOUR TEST?
TRY IT ON THE NEW YORK WORLD-TELEGRAM—
FIRST AMONG ITS CITY'S EVENING NEWSPAPERS
BY 844 THOUSAND LINES IN 1959—WITH THE
GREATEST GAIN AS WELL! AGAIN IT'S THE
ADVERTISER'S CHOICE IN THE EVENING FIELD.
Use any measurement:

Posey Iron Names Foster

Posey Iron Works, Lancaster, Pa., has appointed Foster & Green, Baltimore, its advertising and public relations agency. Howard York Co., Lancaster, was the former agency. Foster & Green also has been elected to membership in TransAmerica Advertising Agency Network.

Sykes Hires 3 Account Men

Three new account executives have joined Sykes Advertising, Pittsburgh. They are Frank Schneller, formerly with Fuller & Smith & Ross; Harry G. Shaffer Jr., previously with Reuter & Bragdon, and John K. Gile, recently in the advertising division of Mellon National Bank & Trust Co.

Oh what joy the prizes will be yours!

AUTUMN HAZE
EMBA

$25,000 STOLE—*The Mutation Mink Breeders Assn., New York, is running a special drive lauding mink stole as the ideal all-year-round fur with b&w pages in Glamour, Holiday, Mademoiselle and the New York Times. The association uses the trade name of EMBA. Albert Woodley Co., New York, is the agency.*

porary quiz tarnish can obscure its position as a remarkable new art, a totally unique form of communication, with an unparalleled capacity to please and to irritate, to stimulate and to anger and, above all, to capture and to hold the interest of an entire nation. . .

2. "The record is now clear, and it will become even clearer as emotions subside, that the responsible men in this industry had no part of and never attempted to defend 'rigging' and 'payola' . . .

3. "The broader indictment of television—the indictment of its mass appeal program service—will sooner or later come into focus for thinking people as an indictment, not just of television, but of the entire society of which it is a part. Violence on the home screen finds ample companionship in the lurid headlines on the front page. . ."

■ Despite tv's "serious errors," Mr. Sarnoff warned against "acquiescence in any of the proposals for more laws, for more regulation, for more control of broadcasting." He said "a little censorship" is impossible.

For the future, the RCA chairman envisaged man-made satellites as mirror-in-the-sky relays for global tv; automatic and instantaneous electronic translation techniques; pocket-size tv sets and more channels. #

What's Bad in TV Is Bad in America, Sarnoff Tells Execs

NEW YORK, March 15—One of broadcasting's most prominent leaders last week came to the industry's defense and offered it some suggestions for self-improvement.

David Sarnoff, chairman of Radio Corp. of America, parent company of NBC, chose the Radio & Television Executives Society platform to make his personal appraisal of the industry, its problems and its aspirations. Mr. Sarnoff, who was honored with the society's first gold medal award for outstanding achievement in broadcasting, spoke at the group's 20th anniversary dinner.

In evaluating the industry's present public stance, Mr. Sarnoff emphasized:

1. "There must be very few, even among our most truculent opponents, who would suggest that television be abolished or who honestly feel that this would be a better world if television had never been invented. No amount of tem-

Kentucky Okays Outdoor Curbs

The Kentucky state house of representatives has passed a bill to ban outdoor advertising along limited access highways. The bill, which now goes to the state senate, would prevent erection of any advertising device within 660' of any new limited access highway.

Shaw Agency to Move May 1

John W. Shaw Advertising will move its entire operation to the new John W. Shaw Bldg., 200 E. Ohio St., Chicago, by May 1. The Shaw agency will occupy the top two floors of the building, which was constructed to suit the functions of an agency.

CBC Appoints Roussel

Paul Roussel has been named a program director for the new three-city (Montreal, Toronto and Ottawa) fm network that Canadian Broadcasting Corp. will start in April. Mr. Roussel previously was editor-in-chief of the French-language edition of the "Times," published by CBC. The network will provide bilingual high fidelity service on CBC fm stations in addition to the standard am radio programs.

NO SHOPPING AROUND HERE!

It's the first place marketers look for advertising media information

IS THE PRODUCT OR SERVICE YOU SELL USED IN NEW CUSTOM-BUILT HOMES?

NEW from F. W. Dodge...

A tested way to get qualified inquiries at low cost when prospect interest is highest

■ Now in actual service, the GUIDE TO HOME PLANNING LITERATURE is published by the nation's leading construction marketing authority, F. W. Dodge Corporation. The GUIDE is a unique medium that will produce thousands of inquiries a year for manufacturers desiring to place their product literature in the hands of people currently planning new homes for themselves. These homes average 35% more in cost than merchant-built homes... make up a 2½-billion dollar annual market you can reach directly through the GUIDE.

■ There's no guesswork about this plan. The GUIDE has pulled a return of 11.6% for a seller of wood flooring; 15% for sanitary ware; 11.3% for gutters and downspouts; 23.4% for kitchen cabinets; 13.8% for door hardware; 11.5% for insurance services; 19.1% for fireplace accessories; and similar returns for many others, even including products of limited geographical interest.

■ There's no waste circulation. Inquiries come from known, screened, bonafide prospects for products or services used in building, furnishing, equipping or servicing new, custom-built homes. Month after month, year after year, this is the one way you can reach this constantly changing parade of individual prospects as they come into the market every day . . . and influence them *before* their buying decisions are made.

■ For about the cost of a postage stamp a piece, you can make your offer to help each of these choicest prospects buy what you have to sell. All you do is provide a copy of the literature to be offered and up to 50 words of copy. Dodge does the rest.

■ Your offer in the GUIDE is mailed on a day-by-day basis to verified, newly discovered prospects... timed to the moment of peak interest . . . prospects reached near the critical time of decision . . . prospects actively seeking information about your type of product or service.

Next closing for new participants in the GUIDE is May 15. See for yourself the outstanding results this new medium has brought to firms in many different lines. Write today for a copy of the GUIDE, verified test results, and descriptive literature.

Standard agency commissions apply.

F.W. DODGE CORPORATION

F.W. DODGE CORPORATION

Other Dodge publications and services: Architectural Record • Sweet's Catalog Service • Dodge Reports • Dodge Construction Statistics.

F. W. Dodge Corporation, Construction News Division,
119 West 40th Street, New York 18, N. Y., Dept. ADA30

Please send me more information on the F. W. Dodge GUIDE TO HOME PLANNING LITERATURE.

Name_____

Company_____

Address_____

City_____ Zone_____ State_____

A "Special Interest" Magazine

Reaching more than 360,000 adult males whose principal hobby is guns and shooting.

Write for sample copy!

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

Lansdale Adds Three

Lansdale Co., Los Angeles, has been named to handle advertising for Standard Shoes, Inglewood, Cal., discount shoe chain; Coffee Time Inc., Culver City distributor of fresh brewed coffee, and Ward & Son, Alhambra, manufacturer of appliances for trailers.

Sailstar to Reilly, Brown

Sailstar boats division of Talman Corp., New York, has named Reilly, Brown & Tapply, Boston, to handle advertising for its new line of fiber glass sailboats.

huge Chiffon display animated by HANKSCRAFT

Gigantic (7' x 5') Chiffon "Ferris Wheel" *attracts* shoppers—and *sells* facial tissue—with its ingenious combination of light, color, motion and size. Features specially adapted AC motor. It's another example of Hankscraft leadership in the display animation field!

COMPLETE ENGINEERING SERVICE for displays of all sizes, AC-powered or battery-operated. Send cutout to:

HANKSCRAFT COMPANY
Display Motor Division
Reedsburg, Wis.

World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis • New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

DOXSEE CLAM CHOWDER

DIG THOSE CLAMS—*"You don't have to hunt for the clams," is the copy theme for the Lenten advertising of Doxsee Co. for its Manhattan clam chowder. New York newspapers and subway cards will be used. Smith/Greenland Co., New York, is the agency.*

NARGUS, 'Post' Set '60 Push

The National Assn. of Retail Grocers and *The Saturday Evening Post* will conduct their annual, joint nationwide store promotion this year from Oct. 20-29. The prize contest will offer $50,000 worth of Kelvinator appliances. NARGUS reported that the 1959 promotion resulted in $44,145,620 in extra sales for retail grocers.

Network Radio's Top Advertisers*

Based on Four Weeks Ending Feb. 7, 1960

Copyright by A. C. Nielsen Co.

Home Broadcasts

Rank	Advertiser	No. of B'dcsts	Total Home-B'dcsts Delivered (000)
1	R. J. Reynolds Tobacco (4 Nets)	312	128,720
2	Pharmaco Inc. (ABC, MBS)	372	125,652
3	Time Inc. (NBC)	197	117,791
4	Renault Inc. (NBC)	169	103,450
5	Whitehall-American Home Products (ABC, CBS)	140	98,059
6	Grove Division-Bristol-Myers (CBS)	109	79,267
7	Ex-Lax Inc. (4 Nets)	149	75,264
8	Pepsi-Cola Co. (4 Nets)	181	70,810
9	Kellogg Co. (CBS)	88	65,028
10	F & F Laboratories Inc. (MBS)	140	44,400
11	Hudson Vitamin Products (ABC, MBS)	120	40,892
12	Campbell Soup Co. (CBS)	44	35,456
13	Automotive-American Motors (NBC)	89	35,310
14	Sterling Drug Inc. (CBS, MBS)	88	33,925
15	Chevrolet-General Motors (CBS)	46	33,778
16	A. E. Staley Mfg. Co (CBS)	40	33,776
17	Sunsweet Growers Inc. (NBC)	51	33,081
18	Electric Autolite Co. (NBC)	79	31,207
19	Wm. Wrigley Jr. Co. (CBS)	44	26,107
20	Mentholatum Co. (CBS)	32	25,220

Commercial Minutes

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Whitehall-American Home Products (ABC, CBS)	142	92,496
2	Pharmaco Inc. (ABC, MBS)	303	91,804
3	Time Inc. (NBC)	141	78,565
4	R. J. Reynolds Tobacco (4 Nets)	197	73,359
5	Renault Inc. (NBC)	126	70,514
6	Grove Division-Bristol-Myers (CBS)	94	63,222
7	Kellogg Co. (CBS)	73	50,361
8	Wm. Wrigley Jr. Co. (CBS)	84	49,159
9	Ex-Lax Inc. (4 Nets)	95	47,223
10	Oldsmobile-General Motors (ABC, CBS)	53	42,364
11	Chevrolet-General Motors (CBS)	58	39,380
12	Sterling Drug Inc. (CBS, MBS)	106	38,555
13	Hudson Vitamin Products (ABC, MBS)	97	32,333
14	A. E. Staley Mfg. Co. (CBS)	40	31,353
15	Monroe Auto Equipment (MBS)	53	24,409
16	Mentholatum Co. (CBS)	32	24,229
17	Automotive-American Motors (NBC)	67	24,146
18	Pepsi-Cola Co. (4 Nets)	57	23,938
19	Sunsweet Growers Inc. (NBC)	39	23,053
20	F & F Laboratories Inc. (MBS)	80	21,812

*Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Greater Miami Club Elects

Jack R. Caesar, WCKT, has been elected president of the Advertising Club of Greater Miami. Other officers include Richard Foltz, Philbin & Coine, 1st vp; Hal Herman, McAskill, Herman & Daley, 2nd vp; Frank Jaffe, advertising attorney, secretary, and Joseph Estes, *Wall St. Journal*, treasurer.

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

The restoration of an old master... Just imagine the quality touch, meticulous care and infinite patience required. These are the same basic ingredients which comprise the quality touch and atmosphere surrounding today's better television and radio station operations.

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

Expect BIG RESULTS in a SECOND*

*WISCONSIN'S GREAT 2nd METRO MARKET
GREEN BAY-APPLETON INTERURBIA

FACT #3

... where total RETAIL SALES reach $310,892,000-SECOND in the State! Second also in total food, furniture and appliances, automotive sales, etc. Interesting, isn't it?

Saturate This Great Market with One Low Combination Rate
GREEN BAY PRESS-GAZETTE
APPLETON-NEENAH-MENASHA POST CRESCENT
Represented By SAWYER-FERGUSON-WALKER Co., Inc.

SALUTE—*The Bakery Machinery division of American Machine & Foundry Co., New York, will use this page ad in the Chicago Tribune, New York Times and Wall Street Journal the week of March 21. Copy points up contributions of baking industry and equipment suppliers and AMF's new Amflow baking process. Cunningham & Walsh placed the ads.*

MPO Raps Tape but Will Convert to It from Film

NEW YORK, March 15—The prospectus for a stock offering for MPO Videotronics Inc. gives some interesting inside data about this very active tv commercial producer.

The 150,000 shares of Class A stock just offered were oversubscribed the first day.

MPO Videotronics is the new name—as of Jan. 18—for MPO Television Films, which was incorporated November, 1954, and its affiliated companies. Those affiliated companies include MPO Productions, producer of business films; MPO Film Distribution Co., distributor of the prints made by MPO; Studio Rentals & Boulevard Studios, leasor of studios and other properties, and MPO TV of California, which handles the company's tv commercial assignments on the West Coast.

■ The prospectus noted that MPO is "one of the largest, if not indeed the largest, producer of television commercials in the U.S." No one advertiser or advertising agency accounted for more than 8% of the gross income during the 1959 fiscal year; the aggregate gross of MPO's first five best agency customers did not amount to more than 25% of the company's total business, according to the prospectus.

The MPO position on tv tape, as set down in the document, seems to be at a not-yet-but-maybe-soon stance. "While advertisers use taped commercials where they formerly used live commercials, they have found that tape is impractical as a substitute for filmed commercials," the prospectus said. "Although filmed commercials have no specific format, they usually contain about ten different scenes per minute, which are integrated into the fast-moving, highly informative commercials which are regularly seen on tv. In order to get the required effect, numerous set-ups, location shots, stop motion, time-lapse photography and animation are integrated by the frame-by-frame editing which is commonplace in the production of film commercials.

"To produce this type of commercial on video tape is impractical because it is much more difficult and costly," MPO said. "For example, frame-by-frame editing cannot be done with presently available tape equipment, and this in itself makes production of a complicated commercial on tv tape impractical.

■ "Furthermore, film commercials are used almost exclusively on nationwide spot campaigns and in connection with the showing of syndicated programming which is done almost entirely on film."

On the other hand, it was noted: "The company believes that its present cash position plus the net proceeds of this offering, will provide sufficient funds for converting entirely from film to video tape."

MPO sales grew from $1,066,169 in 1955 to $6,047,570 in 1959. Gross profits for those years were $290,409 and $1,512,188, respectively. Net earnings before federal taxes were $64,035 in 1955 and $534,014 in 1959. #

Burnett Transfers McIlvain From Chicago to New York

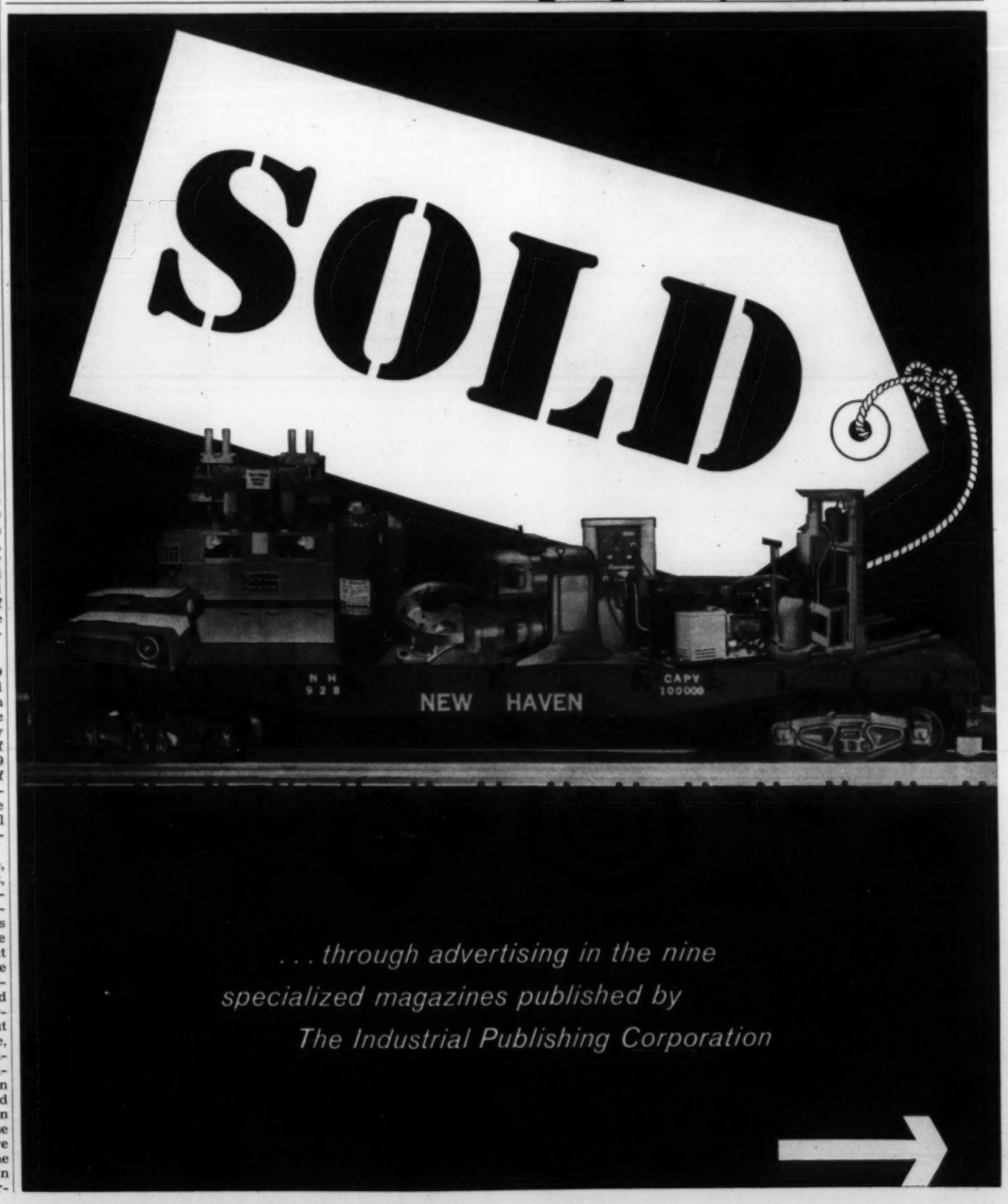
In the wake of the resignation of Paul A. Louis, program vp in the New York office of Leo Burnett Co. (AA, March 7), the agency announced that William J. McIlvain, vp in charge of its program department, will move his headquarters from Chicago to New York, effective April 1. A successor will not be named for Mr. Louis, who plans to open his own television consultant company in Los Angeles.

William McIlvain

Mr. McIlvain has been with Burnett for more than 23 years, and he supervised the agency's first tv program. He was manager of the New York office from 1950 until 1958, when he was transferred to Chicago and given the top broadcast post (AA, April 28, '58).

John Lamb Agency Moves

John Lamb Advertising Agency has moved to quarters at 700 Cannery Row, Monterey, Cal., in what was the scale room of an old fish cannery on Monterey Peninsula.



IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
141 Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

American Can '59 Sales Up 6.8%; Earnings Drop

NEW YORK, March 15—American Can Co. racked up a record $1,107,361,078 in net sales in 1959, a 6.8% increase over its 1958 showing of $1,037,032,365. Earnings, "seriously affected by the steel strike," dropped to $40,890,769 from a 1958 total of $46,432,856.

Reporting the figures in its annual report, American Can said its Bradley-Sun division "maintained a modest amount of advertising but is currently engaged in a campaign to promote the sale of both metal and plastic tubes." This division used the theme, "The package is your product. . . at the point-of-sale."

The Canco division "devoted a substantial amount of advertising and promotion designed to increase the sale of milk. The program was aimed to furnish consumers with a powerful incentive to buy milk in Canco paper milk cartons. The premium aspect of this advertising has been highly successful," the report said.

■ American Can's Dixie-Cup division participated in "many cooperative programs and, in addition, featured new developments in a variety of consumer magazines." Ads said "prettiest dessert a table can wear. . . and it tastes just wonderful."

The Marathon division "continued its program of advertising in the trade press—stressing, in particular, new developments." Northern household paper products division used national magazines, business publications and outdoor to promote a "very successful integrated packaging and advertising campaign highlighting its new 'Northern Girls'." #

FORE!—*"Play It Pro," a guide for golfers, will be the featured consumer offer with Gem razor blades this spring. Each guide is prepacked with a dispenser of 10 Gem single-edge blades at the regular 59¢ price. The offer will be promoted on "World Championship Golf" (NBC-TV).*

Springfield Adclub Honors Buxton, 36 Other Advertisers

SPRINGFIELD, MASS., March 15—The Advertising Club of Springfield has bestowed its top award to Buxton Inc. for its entry, "thin Key-tainer," in the field of magazine advertising.

At its eighth annual merit awards contest, 36 other promotions in newspaper, magazine, radio, tv, direct mail, point of purchase, outdoor and transportation advertising, company publications and business, trade and professional publications also were honored.

■ Award winners are:

Retail newspaper advertising: Pat's Supermarket, Holyoke; other than retail newspaper: Field, Eddy & Bulkley, Springfield insurance company; business, trade and professional publications: Millers Falls Paper Co., Millers Falls; direct mail: U.S. Envelope Co.; point of purchase material: John H. Breck Inc., Springfield; outdoor and transportation advertising: Hanover Inn, Hanover, N. H.; company publications: Manhattan College; radio: Oxford Pickle Co.; tv: Adell Chemical Co., Holyoke, maker of Lestoil. Monsanto Chemical Co.'s plastics division, in Springfield, was honored for a campaign promoting laminated safety glass. #

Earnings of Advertisers

1959 Fiscal Year

Company	Sales 1959	Sales 1958	Earnings 1959	Earnings 1958	Earnings per Share 1959	Earnings per Share 1958
Admiral Corp.	$ 199,000,000	$170,777,126	$ ———[1]	$ ———[1]	$1.70	$ .57
Armstrong Cork Co.	290,620,000	249,859,000	19,207,000	13,607,000	3.69	2.60
Avco Corp.	306,048,377	282,929,651	9,588,416	9,556,090	.95	1.02
R. R. Donnelley & Sons Co.	130,165,000	118,219,000	9,180,000	8,057,000	3.21	2.81
General Finance Corp.	33,476,853	28,752,108	3,609,373	3,265,574	1.20	1.05
General Tire & Rubber Co.	676,942,133	469,782,099	26,624,080	11,279,117	.77½	.70
B.F. Goodrich Co.	771,591,342	697,296,556	37,580,186	35,457,421	4.18	3.95
Interstate Bakeries Corp.	124,298,154	116,873,114	4,199,155	3,653,231	3.92	3.37
Jewel Tea Co.	460,588,716[2]	443,813,024[2,3]	8,558,609[2]	7,808,491[2,3]	2.70[2]	2.51[2,3]
McGraw-Edison Co.	284,638,000	241,633,000	15,049,000	10,285,000	3.62	3.30
Miles Laboratories	72,189,000	62,646,000	4,398,000	4,002,000	3.62	3.30
Minnesota Mining & Mfg. Co.	500,675,932	376,293,016[4]	63,564,729	43,879,033[4]	3.74	2.58[4]
Munsingwear Inc.	43,794	37,725	1,608	1,356	4.03	3.41
National Distillers & Chemical Corp.	575,566,000	524,310,000	25,068,000	20,103,000	2.23	1.76
National Tea Co.	829,518,276	794,162,135[2]	9,025,208	8,841,543[2]	1.32	1.34
Nekoosa-Edwards Paper Co.	45,339,372	39,088,636	3,076,069	2,502,518	1.73	1.40
Westinghouse Electric Corp.	1,910,730,000	———[1]	85,947,000	74,772,000	4.86	4.25

[1]—Not reported. [2]—For 53 weeks. [3]—For year ended Jan. 2. [4]—In 1958, only export and Canadian operations were consolidated with those of the domestic company. In 1959 all foreign operations were included with those of the domestic company. Directly comparable 1959 figures are sales of $446,580,232, with earnings of $60,262,440, or $3.54 per share.

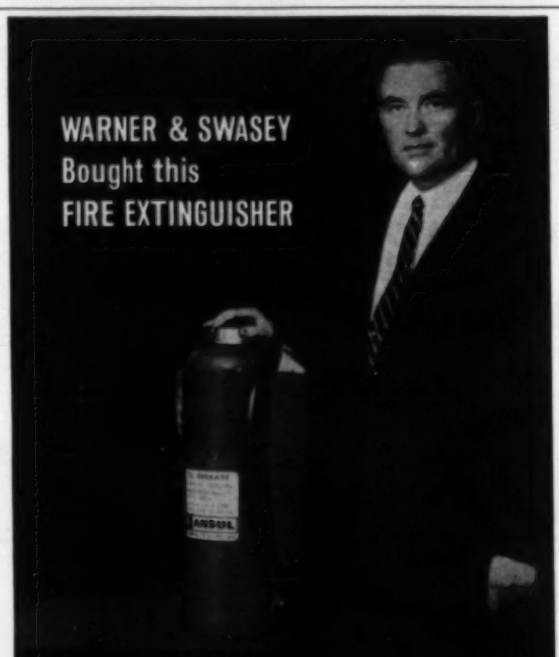
Ralph Shogren
Industrial Engineer
Midland-Ross Corporation

...after reading about it in
WELDING DESIGN & FABRICATION

Sell welding equipment and supplies to Midland-Ross and other volume buyers through WELDING DESIGN & FABRICATION — the only magazine covering not only management and plant operating personnel but weldment designers as well. WELDING DESIGN & FABRICATION uses Franchise-Paid Circulation to find the volume buyers . . gives advertisers largest circulation at the lowest per-reader cost.

WELDING DESIGN & FABRICATION
Monthly circulation - 39,000
Published By:

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London



Robert H. Host
Safety Director
Warner & Swasey

...after reading about it in
OCCUPATIONAL HAZARDS

Warner & Swasey is one of the 16,000 safety-conscious industrial companies picked through Franchise-Paid Circulation to receive OCCUPATIONAL HAZARDS magazine. Advertisers get sales results in OCCUPATIONAL HAZARDS because it is read regularly by the decision-making industrial safety engineers in the volume-buying companies.

OCCUPATIONAL HAZARDS
Monthly circulation - 24,000
Published By:

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

Three Join Gaynor & Ducas

Gaynor & Ducas, Beverly Hills, Cal., has named Florence T. MacFarland, formerly with A&D Counsellors, to its art staff and Alex Darsen, production manager, succeeding Arlen Kuklin, who has been named an account executive. Mr. Darsen formerly was production coordinator of Reuben H. Donnelley Corp., Los Angeles. George R. Bonner Jr., formerly with Remington Rand Univac division of Sperry Rand Corp., has joined the agency in New York as a copywriter.

Coleman Names Ludiker

Joe R. Ludiker has been named advertising manager of the outing products division of Coleman Co., Wichita, Kan., succeeding J. E. Miller, who resigned to join Monsanto Chemical Co., St. Louis. Mr. Ludiker was formerly an account executive with Lago & Whitehead.

POW! OW!—*In this frame from the new tv commercial, the harried grocer applies mallet to Clark Smathers' noggin.*

Grocer Strikes Back in Denouement of Kaiser Ad Series

OAKLAND, CAL., March 15—The beleaguered grocer who has been getting such a drubbing on the head in the past few months from Clark Smathers, the persistent Kaiser aluminum foil salesman, is having his revenge.

In a series of tv ("Maverick," ABC-TV) and radio spot commercials known as "The Battle of Shelf Space Hill" (AA, Feb. 1), the poor grocer has been getting his lumps from the salesman for failing to provide sufficient shelf space for the foil.

■ Starting on Sunday, March 6 and for the next two Sundays, the mallet is on the other head. In the new commercial, the grocer has acceded and stocked his shelves with the Kaiser foil. But he finds that it is so popular that consumers are clearing it right off the shelf. So when Clark Smathers ambles in, the angered grocer pow. him over the head. A similar situation on the radio commercials, which support the tv ads, holds true starting Thursday, March 10.

It all comes out okay in the end, however, since Clark opens up his little sample case (which in the past has held a full military band playing stirring patriotic tunes to back up Clark's sales pitch) and produces several more shelves full of Kaiser foil. #

Three Distillers Form Own Insurance Company

The Distillers Insurance Co. of Kentucky has been formed by Glenmore Distilleries, James B. Beam Distilling Co. and Stitzel-Weller Distillery. Through the company, the three distillers will insure their bonded warehouses in Kentucky against fire, storms, etc. The three companies presently hold about 15% of all whisky in bonded warehouses in the state.

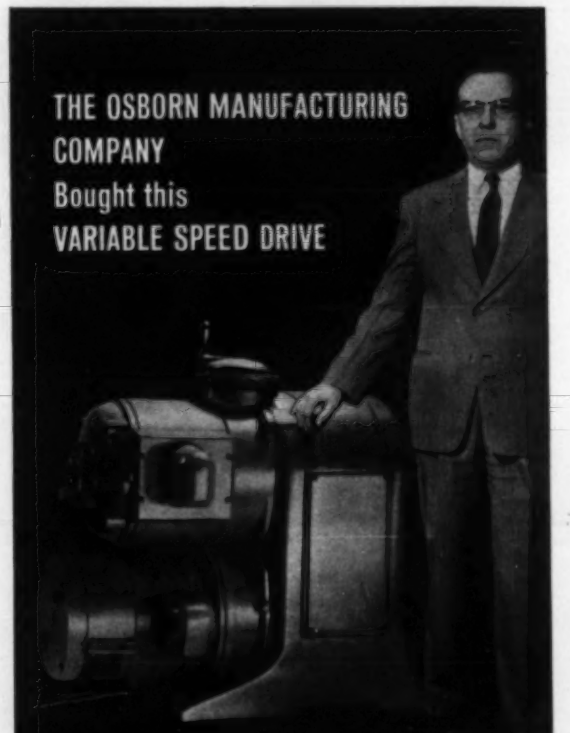
It is expected the new insurance company will also insure other distillers in the state. It will reinsure its risks, partly with Lloyds of London and partly with domestic companies.

Wade to Transfer Alcott

Royal Alcott, a member of the radio-tv production department in the Los Angeles office of Wade Advertising for the past four years, has been transferred to the agency's Chicago office, in the tv commercial film department, effective March 15. Larry Bettis, formerly with Potts-Woodbury, will succeed Mr. Alcott in Wade's Los Angeles office. E. A. Stockmar has joined Wade in Chicago as a media supervisor. He has been with National Broadcasting Co. for the past 32 years.

'News-Record' Names Two

Robert L. Barker, formerly with Connecticut General Life Insurance Co., and Earl S. Moore Jr., formerly with McGraw-Hill Publishing Co. in another capacity, have joined the advertising sales staff of *Engineering News-Record*. Mr. Barker will be a manager for the Atlantic district and Mr. Moore will be a midwestern district manager.



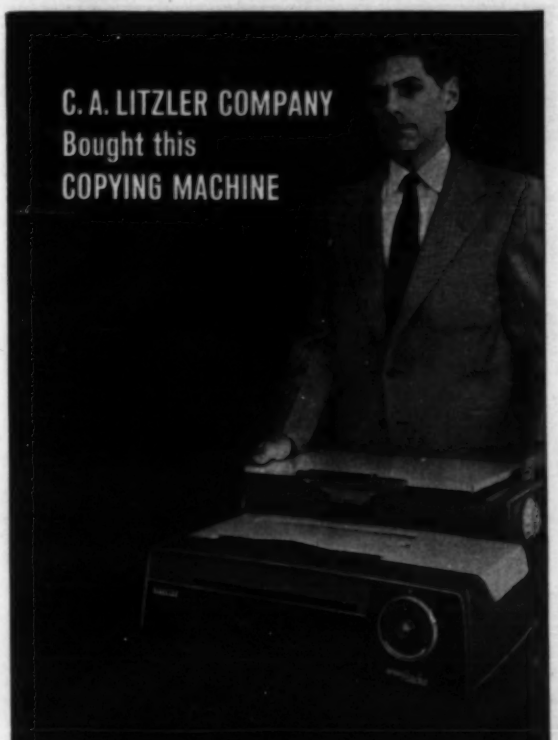
Brooks E. Nelson
Chief Engineer, Brush Division
Osborn Manufacturing Co.

. . . after reading about it in
POWER TRANSMISSION DESIGN

Known buyers of power transmission equipment, like The Osborn Manufacturing Company, read POWER TRANSMISSION DESIGN for technical information they can apply to their work. Franchise-Paid Circulation guarantees delivery of POWER TRANSMISSION DESIGN to the engineers, purchasing executives and operating men who buy for both O.E.M. and in-plant use.

POWER TRANSMISSION DESIGN
Monthly circulation - 39,000
Published By:

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London



William B. Schindler
Purchasing Agent
C. A. Litzler Co.

. . . after reading about it in
MODERN OFFICE PROCEDURES

Cover the big market for equipment, furnishings and supplies with MODERN OFFICE PROCEDURES . . . the most widely read and most often quoted magazine in the field. Franchise-Paid Circulation chooses decision-makers in companies like C. A. Litzler Co. solely on the basis of their buying ability and responsibility.

MODERN OFFICE PROCEDURES
Monthly circulation - 102,500
Published By

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

Robert G. Lucius Moves

Robert G. Lucius Advertising has moved to 161 E. Grand Ave., Chicago.

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

Merchandising Ideas

Pennvernon Plan Sells

• Canadian Pittsburgh Industries, Toronto, used a novel method of combatting a traditional winter sales slump in selling retailers and production users of window glass. During December and January, glass retailers, largely hardware stores, are occupied with Christmas selling and inventory work. During this time, retailers usually do not want to see window glass salesmen, according to the company. So Canadian Pittsburgh devised a Pennvernon Inventory Plan. Pennvernon is the company's name for its made-in-Canada, top quality window glass. The plan offered glass users the opportunity of having a Canadian Pittsburgh representative come into their store or factory, tidy up the glass bins, affix new bin tickets, list all sizes of glass in stock, calculate value of inventory and then make a report to the store owner. The representative also provided a list of best-selling sizes of glass and made recommendations for increased turnover. The program was backed by a direct mailing piece which promised "fast, effective, three-way relief from inventory headaches."

Canadian Pittsburgh reports the program was "most successful, in that it supplied salesmen with opportunity of approaching retailers, at an ordinarily difficult time, and secured bookings for spring delivery."

Paper Sums Up Sales Meetings

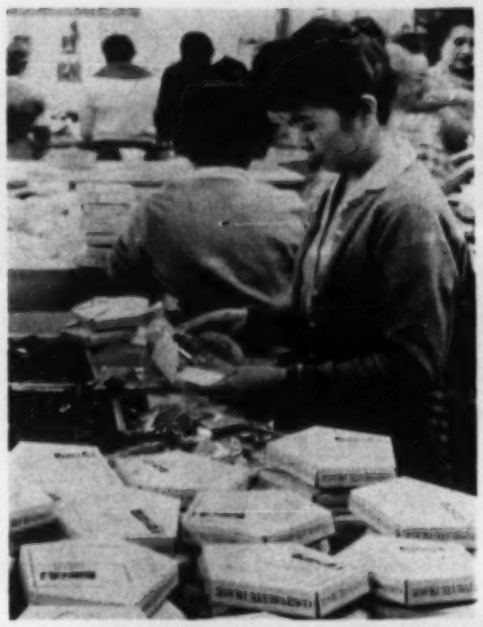
• A newspaper with one issue and 10 editions may have set some kind of record in the publishing industry, particularly since the total press run did not exceed 1,000 copies. The short-lived tabloid, "Regional Meeting News," was conceived, written, printed and distributed by American Optical Co., Southbridge, Mass., as a means of emphasizing points made during its annual sales meetings held across the country. The sales meetings, held yearly in the company's 10 regional cities for branch managers, salesmen and distributors, outline the plans for the coming year. Rather than rely on notes taken during the meetings, as had been done in the past, American Optical printed a slick, four-page tabloid publication in newspaper format. Copy was based on the salient points made by speakers during the eight-hour sessions.

NEWS NOTES—*American Optical Co. used this newspaper-format publication as an aid to salesmen after the annual sales meetings.*

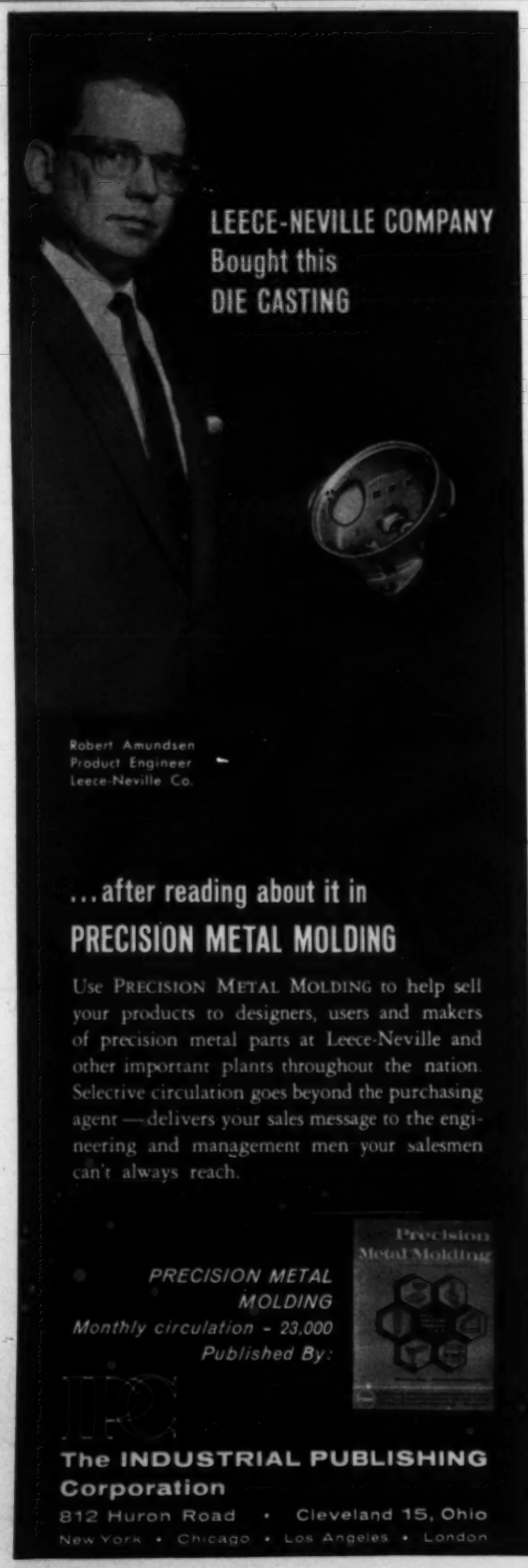
Each edition of the paper was datelined with the meeting city name and date. Distribution was made from the company's printshop in Southbridge to each of the 10 cities in advance of the meeting dates, and circulation was made by the local regional managers after each meeting.

Agency Sends Greeting Cards

• Celebrating its 75th anniversary this year, Keller-Crescent Co. sent out greetings to clients and friends in the form of a folder containing six light-hearted greeting cards for various occasions—birthday, anniversary, congratulations and get well. The folder explained that the agency sought a means of "expressing sincere appreciation for your friendship and a way to convey genuine good wishes for 1960—all without breaking 'Rule Six'." The greeting cards, done in a style of humorous sketches and messages, were sent "in the spirit of warmhearted fun in keeping with



TIMELY ROSES—*Production line at Orchids of Hawaii, New York, works on a mailing of 16,800 fresh roses for Time. The mailing, which included a fresh rose in a specially designed package with a message from Time, was mailed to agencies and corporate officers. The magazine's message, introduced by the Shakespeare quotation, "What's in a name?" advocated Time as the ideal medium to promote a company's corporate image.*



Robert Amundsen
Product Engineer
Leece-Neville Co.

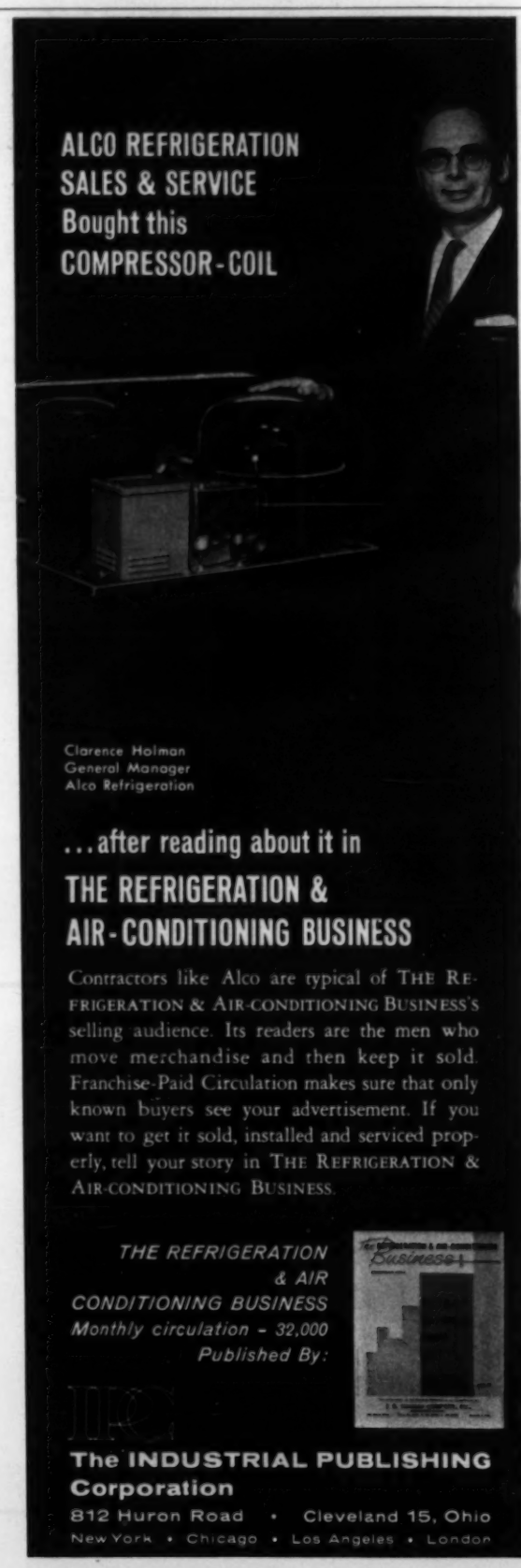
...after reading about it in

PRECISION METAL MOLDING

Use PRECISION METAL MOLDING to help sell your products to designers, users and makers of precision metal parts at Leece-Neville and other important plants throughout the nation. Selective circulation goes beyond the purchasing agent—delivers your sales message to the engineering and management men your salesmen can't always reach.

PRECISION METAL MOLDING
Monthly circulation - 23,000
Published By:

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London



Clarence Holman
General Manager
Alco Refrigeration

...after reading about it in

THE REFRIGERATION & AIR-CONDITIONING BUSINESS

Contractors like Alco are typical of THE REFRIGERATION & AIR-CONDITIONING BUSINESS'S selling audience. Its readers are the men who move merchandise and then keep it sold. Franchise-Paid Circulation makes sure that only known buyers see your advertisement. If you want to get it sold, installed and serviced properly, tell your story in THE REFRIGERATION & AIR-CONDITIONING BUSINESS.

THE REFRIGERATION & AIR CONDITIONING BUSINESS
Monthly circulation - 32,000
Published By:

The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

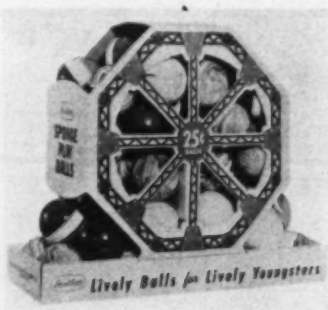
Rule Six." Elsewhere, Rule Six was explained in an anecdote by Calvin Robinson as being "Do not take yourself too seriously," and the author of the rule maintained "there were no other rules."

Panorama Shows Tools • A soft sell campaign on wheels, involving a "1,000,000-year panorama of tools," is proving to be a successful good will aid for DoAll Co., Des Plaines, Ill., tool and equipment distributor. The program actually is a mobile, educational exhibit weighing 6,200 lbs., transported by a special truck. Called "The Story of the Cutting Edge," the exhibit has been seen by approximately 25,000 users and potential users of industrial tools during 150 showings before technical societies, schools and management groups.

The exhibit is comprised of three parts: A sectioned panel 43' long on which are displayed the step-by-step development of cutting edges from animal bones to stone, to bronze, to steel, to carbides and ceramics; a lecture-slide presentation, and a display of cutting tools and parts produced from many materials by various machining practices.

CUTTING EDGE—*C. G. Schelley, director of educational research of DoAll Co., Des Plaines, Ill., points out part of the historical panorama of tools he uses to bring the story of "The Cutting Edge" exhibit before technical societies, schools and other groups.*

Displays Boost Playballs • Three new counter displays—in the form of a truck, a ferris wheel and a basket—have been introduced for assortments of sponge rubber playballs by Faultless Rubber Co., Ashland, O. All of the corrugated displays, designed by Stone Container Corp.'s Mansfield division, contain assortments that include both baseballs and colored balls. Also in the new Faultless line of displays is a corrugated floor stand for Glo Color inflated sports balls. As the balls are sold from the display, a pull on a sheet of corrugated board, locked to the inside top, elevates the remaining balls to the top of the carton.



GAY DISPLAY—*Stone Container Corp. has designed this and other counter displays for introduction of sponge rubber balls by Faultless Rubber Co.*

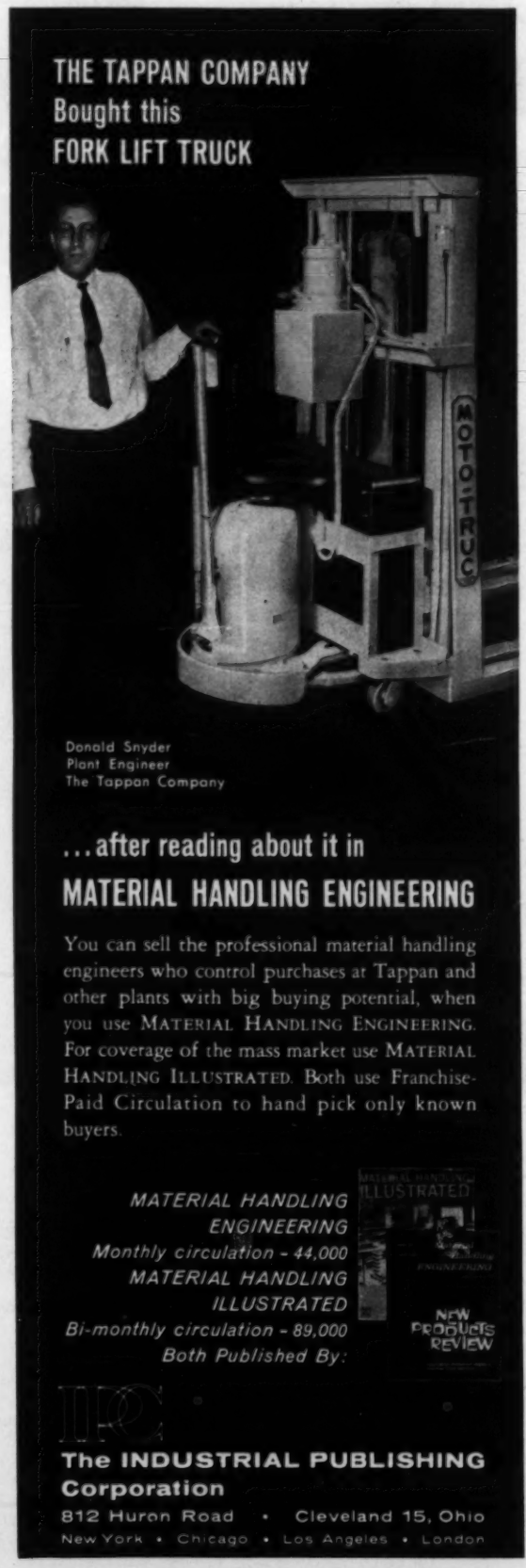
Dickerman Offers Talk • In an effort to keep business people and students of marketing and advertising aware of the changes in the area of merchandising and sales in the past two decades, Dickerman Advertising, New Hyde Park, N. Y., has developed a talk on the subject. Edwin R. Dickerman, agency vp, said a speaker will be provided to business groups, schools, trade associations and conventions on request to Mrs. Jeanne Sands at the agency, 120 Denton Ave. #

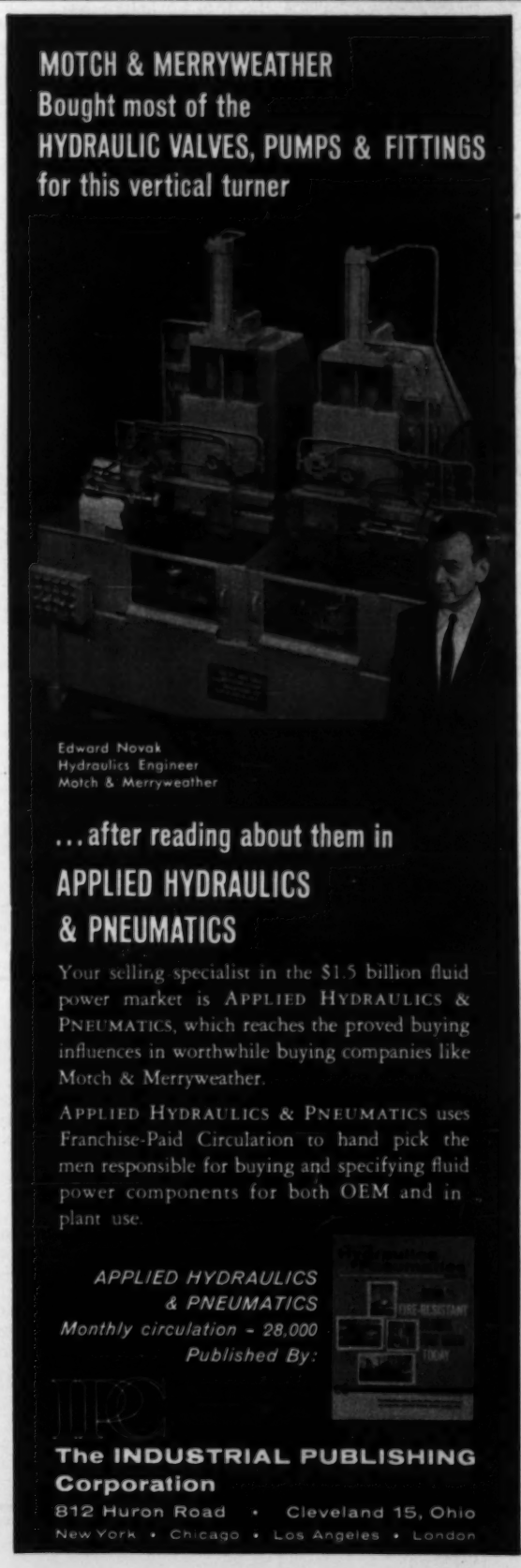
'Management & Creative Advertising' Published

"Management & Creative Advertising," by John Belknap, has been published by Burns & MacEachern Ltd., Toronto, and Taplinger Publishing Co., New York. The author discusses the relationships of creative people to an advertising account. He maintains that a lack of understanding of problems of the creative man is responsible for "masses of mediocre advertising and for millions of dollars in wasted effort." Price of the 45-page hard cover book is $2.

Conway to Walter Barber

Conway Publications, Atlanta, has appointed Walter E. Barber Co., New York, publishers' representative, to represent *Industrial Development & Manufacturers Record* in the eastern states. The publication was formerly represented by McClanahan & Co., New York.


THE TAPPAN COMPANY
Bought this
FORK LIFT TRUCK
Donald Snyder
Plant Engineer
The Tappan Company
...after reading about it in
MATERIAL HANDLING ENGINEERING
You can sell the professional material handling engineers who control purchases at Tappan and other plants with big buying potential, when you use MATERIAL HANDLING ENGINEERING. For coverage of the mass market use MATERIAL HANDLING ILLUSTRATED. Both use Franchise-Paid Circulation to hand pick only known buyers.
MATERIAL HANDLING ENGINEERING
Monthly circulation - 44,000
MATERIAL HANDLING ILLUSTRATED
Bi-monthly circulation - 89,000
Both Published By:
NEW PRODUCTS REVIEW
The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London


MOTCH & MERRYWEATHER
Bought most of the
HYDRAULIC VALVES, PUMPS & FITTINGS
for this vertical turner
Edward Novak
Hydraulics Engineer
Motch & Merryweather
...after reading about them in
APPLIED HYDRAULICS & PNEUMATICS
Your selling specialist in the $1.5 billion fluid power market is APPLIED HYDRAULICS & PNEUMATICS, which reaches the proved buying influences in worthwhile buying companies like Motch & Merryweather.
APPLIED HYDRAULICS & PNEUMATICS uses Franchise-Paid Circulation to hand pick the men responsible for buying and specifying fluid power components for both OEM and in plant use.
APPLIED HYDRAULICS & PNEUMATICS
Monthly circulation - 28,000
Published By:
The INDUSTRIAL PUBLISHING Corporation
812 Huron Road • Cleveland 15, Ohio
New York • Chicago • Los Angeles • London

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Armed Forces pamphlets seem to be capturing a fair share of headlines these days, and lest the following be overlooked, we submit it for general consideration. A Navy pamphlet we heard about says, in part: *"Aircraft carriers are the backbone of a naval task force. They are slower than planes, but, of course, faster than fixed land installations."* And that friends, is as neat a bit of reasoning as you'll find anywhere.

But an even neater — not to mention more profitable — bit of reasoning is to let the BURGOYNE organization help you with your product sales test planning. BURGOYNE is permanently set up for sales audits in more than 50 top test markets throughout the nation. A BURGOYNE drug or grocery store panel in any one of these markets, is comprised of from 20 to 50 stores—good stores, with fine records of cooperating in producing BURGOYNE Retail Sales Studies.

* * * *

But naturally, there are several other good reasons why our new-client list is growing, and why many clients have been with us for years. Two important reasons:

BURGOYNE RETAIL SALES STUDIES ARE ACCURATE

Burgoyne field personnel carefully calculate product unit sales from store shelves, reserve stock, and purchase orders. Field reports are assembled at the home office, rechecked and tabulated on our IBM equipment.

BURGOYNE RETAIL SALES STUDIES ARE FLEXIBLE

Any combination of test cities . . . any number of retail outlets may be used as a basis for the study. The coast-to-coast location of these cities makes possible a selection suited to meet the requirements of any product or marketing problem.

* * * *

Get all the facts on BURGOYNE Retail Sales Studies, and the more than 50 top test markets in which we are permanently established. Write or phone.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Wanted: Current, Up-to-Date Market Data for AA Readers

ADVERTISING AGE is looking for all the market data it can get from advertising media, trade associations and other sources. The data will be used in AA's Market Data section, which will be published for the 13th consecutive year in the April 18 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, some 1,675 separate pieces of market data were listed in the section, and readers of ADVERTISING AGE sent in requests for more than 93,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1959, will be accepted.
2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.
3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.
4. It must be received before March 25, 1960.

Market data material scheduled for publication before Sept. 1, 1960, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches ADVERTISING AGE before April 1. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

Agencies Want Less Data, More Discounts From Dailies: Stanton

CHICAGO, March 15—Volume and frequency discounts offered by newspapers today are not big enough and are not competitive with discounts offered by other advertising media, according to George F. Stanton, media supervisor of Leo Burnett Co.

In a talk to the Newspaper Representatives Assn. of Chicago, Mr. Stanton maintained that radio and television allow much larger discounts than newspapers. Broadcast discounts, he said, amount to 5% for 26 participations, 10% for 52, 15% for 104, 17.5% for 156 and 20% for 260 commercials.

In discussing the declining trend of national advertising in newspapers, Mr. Stanton questioned whether or not newspaper publishers are interested in trying national ads.

■ "I see very little evidence that newspaper publishers want national advertising," he told the newspaper representatives. "Many feel that the basic function of the newspaper is to carry news and not to provide an advertising medium."

In the area of national rates versus local rates, Mr. Stanton contended that a "local advertiser gets much more value for his money in newspapers than a national advertiser."

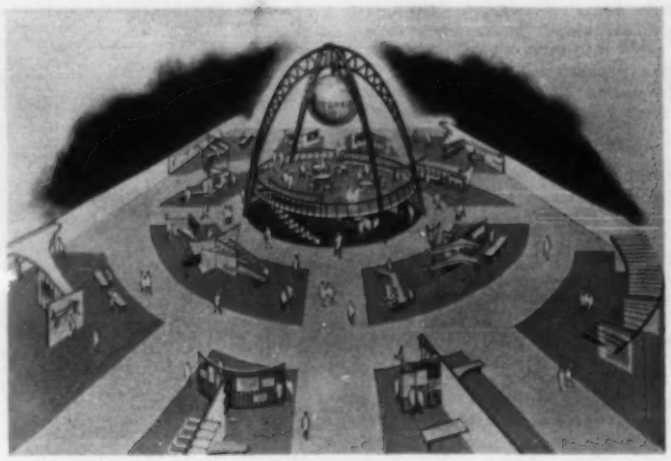
Newspaper salesmen "should demonstrate to agencies how newspapers can sell national goods," Mr. Stanton said. He advised his audience that "agencies don't need any more statistics or surveys from newspapers," adding that agencies already have more information than they can use. #

POPAI Appoints Doctorow

Jarvis Doctorow, formerly general sales manager of Windsor Plastics Inc., has been appointed director of marketing of the Point-of-Purchase Advertising Institute, New York. At the same time, POPAI announced an expansion program in all its activities.

Doherty, Clifford Elects 5 VPs

Doherty, Clifford, Steers & Shenfield, New York, has elected five vps: R. Richard Carens, account supervisor; Thaine A. Youst, merchandising director, and Kenneth W. Price, Robert C. Doherty and Robert C. Finnie, account executives.



STEEL ARENA—*This is an artist's rendition of the Steel Arena, one of the featured exposition areas of the American Society for Metals' 1960 metal show, to be held Oct. 17-21 in Philadelphia.*

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 1501 Bush St.

A FLOWER'S GOLDEN HOUR

March 19—27,
Chicago International Amphitheatre

Back of this golden hour for a flower —the hour that brings the Gold Award— are hours, weeks, months of effort. Seeds, soil, moisture, fertilizers, insecticides, transplanting techniques . . . nothing less than perfection can be accepted. We know about the effort required to reach Gold Award standards because that is the rating we strive to merit for each and every Superior Engraving. We know we must deliver Gold Award engravings to assure the prize-winning perfection you seek in your printed messages. We'd like to talk to you who want gold-award standards: in dot-by-dot care of product production, in every step of service day or night, in final pricing. Call SUperior 7-7070.

SUPERIOR ENGRAVING CO.
215 West Superior St. Chicago 10, Ill.

CALL NIGHT OR DAY

Chicago's Foremost Photoengraving and Offset Platemaking Plant

3 of 12 Agencies Invited to Bid on Pepsi Decline

(Continued from Page 2)

stine & Osborn; Ted Bates & Co.; Leo Burnett Co.; Needham, Louis & Brorby; Norman, Craig & Kummel and Compton Advertising.

SSC&B informed Pepsi that it was "quite apparent that yours is a most complicated advertising and marketing problem, requiring the services of a large staff of agency and field people. It is our conclusion, therefore, that at this time we cannot deliver to you the staff and the thinking you must have, without adversely affecting our service to present clients." Sullivan, Stauffer reported billing of $46,000,000 for 1959, up from $43,000,000 in 1958 and $38,600,000 in 1957.

■ Dancer-Fitzgerald-Sample withdrew on grounds of a possible client conflict. While it was "honored" to be invited, its first move was to check Hi-C, its newest client. Hi-C saw no conflict. When Pepsi officials visited the agency, D-F-S was impressed with the group, admired its orderly presentation of the problems of the client. But shortly before leaving, the Pepsi group raised the question of a possible conflict with Hi-C. The agency said it felt there was no conflict and that Hi-C agreed, and that it would be up to Pepsi to decide whether the agency should continue with the solicitation.

Today the agency learned that, while Pepsi would like to see a D-F-S presentation next week, it still had reservations regarding Hi-C. Since D-F-S has an ironclad rule about resigning present clients to accept new ones, it withdrew from the race.

Like Dancer-Fitzgerald-Sample, Foote, Cone retired from the arena before the battle actually got under way presumably because of a possible conflict with another account—Kool-Aid soft drink mix.

■ Making visits to the nominee agencies on behalf of Pepsi (today's visitation was to Ted Bates & Co.) was a team headed by William C. Durkee, who was named in May, 1958, to be vp in charge of marketing, and 13 months ago to be head of a new Pepsi marketing division that was to report directly to top management; John J. Soughan, his "chief of staff" and officially director of marketing services, and Philip B. Hinerfeld, who succeeded Mr. Soughan as ad director. #

Anderson & Cairns Promotes Florian to Exec Art Director

Harold Florian, formerly associate art director of Anderson & Cairns, New York, has been named executive art director. He succeeds the late Everett W. Hencke, who died Feb. 19 (AA, Feb. 29).

Harold Florian

Alexander Mohtares, who joined the agency in 1948, has been promoted to succeed Mr. Florian as associate art director.

John Logan Opens Offices

John A. Logan, president and executive officer of the National Assn. of Food Chains, has opened his own management counsel, John A. Logan Associates. Offices are located at 1025 Connecticut Ave., N.W., Washington.

Last Minute News Flashes

FTC Okayed Blue Bonnet TV Ad: Standard Brands

WASHINGTON, March 18—Standard Brands today released texts of three Federal Trade Commission letters to show that its "flavor gems" commercial for Blue Bonnet margarine have been regarded as usable in the past. FTC's most recent letter was dated Sept. 4, 1959, only four months before the FTC's complaint was issued against Standard Brands and its agency, Ted Bates & Co. Letters attached to the company's official denial of the charges covered a two-year period and detailed three separate investigations, each ending in notice that no further action was contemplated.

P&G Tests Gain Liquid Laundry Detergent

CINCINNATI, March 18—Newest entry in the heavy duty liquid laundry detergent field—fast becoming a hotly competitive one—is Procter & Gamble Co.'s Gain, introduced this month in 11 upstate New York counties, including the Albany-Troy-Schenectady area, and in the Pittsfield, Mass., area. Tv advertising, through Dancer-Fitzgerald-Sample, broke this week, stressing a "sun drenched whiteness" theme for the P&G plastic-bottled product. P&G thus joins Colgate, which recently launched Dynamo (AA, March 14) in going after a market dominated until now by Lever Bros.' Wisk and Liquid All. P&G's earlier test entry in this field, Biz, is no longer being sold. The company emphasizes that Gain is an entirely different product from Biz.

Lehn & Fink Begins Introduction of Stri-Dex

NEW YORK, March 18—Lehn & Fink Products Corp. has started market-by-market introduction of Stri-Dex, a new skin preparation in test since last year, and is reportedly experimenting with an aerosol antiseptic-analgesic for household use. The latter item is said to be the "new drug" product awarded to Geyer, Morey, Madden & Ballard last week (AA, March 14). Stri-Dex began its national introduction in Chicago and broke newspaper and spot radio advertising last week, through McCann-Erickson, with the theme, "wipe out pimples without embarrassment." The 98¢ product is a throw-away medicated pad saturated in a clear liquid. Spot radio (disk jockey shows) will be the primary advertising medium, though some print will be used.

Low-Tar Claim for Life Never Challenged: Cutchings

LOUISVILLE, March 18—Brown & Williamson's president, W. S. Cutchings, today released the following statement on the consent decree his company and its agency, Ted Bates & Co., have signed, relative to ads for Life cigarets *(see story on Page 1)*: "The notable thing about the FTC's complaint and the consent order is that the FTC has never challenged the claim that the smoke from Life cigarets contains less tar and nicotine than the smoke from any other cigaret, a fact which the data we filed with the commission clearly establishes." Noting that the consent order is not an admission of any violation of the law, he said, "We signed the consent order to settle a troublesome and useless controversy. The entire industry, in fact, has agreed with an FTC request to eliminate all tar and nicotine claims from advertising."

Dwyer Joins Grey in West; Other Late News

• **Robert E. Dwyer,** chairman of the plans board and executive creative director of Wade Advertising, Chicago, has been named vp in charge of West Coast operations of Grey Advertising Agency. He will work in Los Angeles.

• **Gene Vaslett,** manager of the Los Angeles media department of Foote, Cone & Belding, has been appointed to two new jobs. He becomes business manager of FC&B's Los Angeles, Hollywood, San Francisco and Houston offices and administrative assistant to Louis E. Scott, vp and general manager of the Los Angeles office.

• **Godfrey Co.,** Milwaukee, operator of Sentry Markets, a chain of 31 supermarkets, has named George H. Hartman Co., Chicago, as its agency. Godfrey formerly was a direct advertiser.

• **Hales & Hunter,** Chicago feed manufacturer, has named the Biddle Co. to handle its advertising. The account, which billed about $165,000-$170,000 last year, has been handled by Caldwell Advertising.

• **Edward Tabibian** has resigned as merchandising manager, household products division, Colgate-Palmolive Co., New York, to open his own merchandising consultant agency.

• **Victor M. Ratner** has been appointed vp in charge of planning at Grey Advertising Agency, New York, effective April 1. For the past year Mr. Ratner has been doing consulting work. Before that, he was a vp of Benton & Bowles; vp and head of McCann-Erickson's presentations and service unit; ad vp at R. H. Macy, and promotion vp of CBS.

• **Some 500 dailies** in 389 markets have signed up for participation in a national New Car Dealer Week promotion, set for March 28 to April 9, according to the Bureau of Advertising, ANPA. Theme of the campaign, as reported in ADVERTISING AGE in its Dec. 7 issue, will be, "It's national New Car Dealer Week—buy now." While the campaign is scheduled for a specific period, the BofA has advised dailies that timing can be changed to meet individual market conditions.

• **Purex Corp.,** South Gate, Cal., will break a print and broadcast campaign March 27 in support of a "dream-come-true" consumer contest for Sweetheart soap. The contest, a repeat from 1957, will be advertised via color spreads and pages in *Family Weekly, Life, The Saturday Evening Post, This Week Magazine* and First Three Markets supplements. The contest also will be promoted on NBC-TV's "Sunday Showcase" and "Project 20" shows. Edward H. Weiss & Co., Los Angeles, is the agency.

• **Best Foods** division of Corn Products Co., New York, will launch its new Kasco high protein dog food in eastern markets "very shortly," AA has learned. The new product had been tested in the East and Midwest since 1958.

• **Tv's labor troubles** broadened as the Writers Guild of America, already on strike against major tv and movie producers, as of midnight Friday (March 18) called a strike against tv film production at the three tv networks and their film subsidiaries. Live tv shows are not affected; contracts covering writers for these expire March 31. So far the writers' walkout has not had any noticeable effect on the tv screen, though some film shows will have to start re-runs earlier. There will be no picket lines at the networks, the guild said.

Big Switch Boosts Ad Effectiveness: Chrysler

(Continued from Page 1)

trucks (AA, June 29, '59). Grant also handles the Lawrence Welk tv show in Canada, which is used for advertising of all lines.

Canadian admen have speculated that BBDO, which has been beefing up its Toronto operation and has opened a Montreal office, was due for some Chrysler business. Until yesterday, BBDO was considered a likely choice for Valiant and De Soto, which it formerly handled in the U. S.

■ Grant Advertising reported to ADVERTISING AGE domestic billings for 1959 of $33,100,000. Ross Roy reported billings of $14,400,000 (AA, Feb. 29).

Among the other major Chrysler agencies in the U.S. are Young & Rubicam (Chrysler and Imperial cars), Leo Burnett Co. (corporate advertising) and Richard N. Meltzer Advertising (Simca).

DODGE DART—*Goes from Grant to BBDO.*

For BBDO, the billings bonanza could become even greater because Dodge (along with Oldsmobile, Pontiac and Buick) is considering a compact car for next year. The Dodge candidate is currently dubbed the Lancer.

There was no explanation for the Dodge shift beyond the statement by M. C. Patterson, corporate vp and division general manager, that "the car and truck advertising accounts will be combined at one agency."

H. E. Chesebrough, Mr. Patterson's counterpart in the Plymouth-De Soto-Valiant division, commented this way on the switch to Ayer: "The move to a single agency for all three car lines of the division is being made to give greater effectiveness to the division's advertising and promotional efforts."

PLYMOUTH—*Stays at N. W. Ayer.*

■ Mr. Chesebrough's explanation seemed adequate to outsiders. While De Soto sales and advertising have been declining in recent years—and there has been unconfirmed talk of either scrapping De Soto or converting it into a sports car (the latter now appears more likely)—BBDO has done a widely applauded creative job with the advertising for Valiant, which, coincidentally, has quickly become a well-praised Chrysler automotive achievement.

Today's announcement followed publication of Chrysler's annual report by a few weeks. It was a report that showed Chrysler with a $5,400,000 loss for 1959—the only U. S. auto maker to run in the red. Chrysler's 1958 loss was $34,000,000.

Chrysler's dollar sales rose slightly from $2.16 billion in 1958 to $2.64 billion last year, while unit sales were up more than 200,000, to 917,364.

■ And in one of those paradoxes that confounds the ad business, Dodge car (including the new

Agencies with Best Records Lost Out

DETROIT, March 17—The paradox of the agencies with the best recent track records losing out in Chrysler's agency switches is shown in auto registration figures.

Total new car Dodge registrations for 12 months went from 135,538 in 1958 to 167,040 units last year, and the car moved up from ninth to eighth place, replacing Mercury, according to a recent compilation by R. L. Polk & Co. for *Automotive News.*

Dodge said this week that 117,850 Dodge and Dodge Dart units have been sold since last October's introduction, an increase of 119% over the 53,887 Dodge cars sold during the same period the year previous. And in the week ending March 12, Dodge turned out 9,293 units, the highest weekly Dodge output since 1952.

■ Plymouth maintained third place in sales last year with 388,772 units, although front-running Ford and second place Chevrolet widened the gap as they both passed the 1,400,000-unit mark last year.

The truck business in 1959 was good and Dodge held its own. Sales went from 37,037 units in 1958 to 52,107 units in '59, and increased its share of market from 5.1% to 5.54%, according to *Automotive News* figures. But here again, Ford and Chevrolet widened the gap, gaining a combined market share approaching 65%. International and GMC also finished ahead of Dodge.

AA's last 100 leaders report on Chrysler shows that Plymouth (at Ayer) sold 684,475 cars in 1957, 387,617 in 1958 and 388,772 in 1959. De Soto (at BBDO) sold 117,179 in 1957, 47,894 in 1958 and 42,399 in 1959. De Soto dropped from 12th to 13th place last year, in a field of 16, according to Polk figures. Edsel, Lincoln and Imperial were lower, in that order.

Chrysler Shifts . . .

Dart) and truck sales in 1959 were ahead of 1958, while Plymouth and De Soto sales dipped. But now it is the Plymouth and De Soto agencies which will get the account windfalls.

There was another place to look for an explanation for the Dodge-Grant split.

Agency President Will Grant and Chrysler President Lester L. (Tex) Colbert are two Texans

VALIANT—*Goes from BBDO to N. W. Ayer.*

who have been good and close friends since long before Mr. Colbert became president of Chrysler in 1950. Their friendship ripened as Mr. Colbert moved up the ranks through the Dodge division to the Chrysler presidency.

Will Grant could always talk directly to Tex Colbert, and there has been some understandable resentment on the part of bypassed advertising executives. Frictions between the agency and client reportedly more than once reached the boiling point.

There are still some Grant ties at Chrysler in the form of ex-agency men now at the company. Among them are Jack Minor, who went from the agency, where he was vp in charge of the account, to Dodge as director of advertising and merchandising, and is now director of marketing for the Plymouth-De Soto-Valiant division, and Wendell D. (Pete) Moore, who was media director of Grant for three years before joining Dodge in 1955 as ad manager. He was named director of advertising and sales promotion in 1956.

■ Chrysler's swift account changes involve the largest amount of billings to be switched for any one auto maker since December, 1957, when General Motors fired its Buick agency, Kudner (billing $20,000,000 plus on Buick), and was in marked contrast to the Buick episode.

At that time Buick engaged in a public hunt for a new agency, culminated two months later when McCann-Erickson shocked the advertising business by resigning Chrysler and Imperial cars to take on Buick. The Chrysler cars subsequently went to Young & Rubicam.

DODGE-DART PRE-SPRING DRIVE USES 4 MEDIA

DETROIT, March 17—Although Grant Advertising will lose the Dodge account with the 1961 models, a press release from the division just before the switch was announced indicates that the agency will go out with a billings "bang."

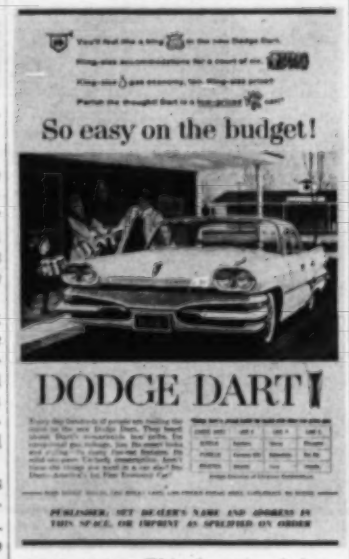
A pre-spring Dodge and Dodge Dart sales promotion has begun with a heavy schedule of newspaper ads, coast-to-coast spot radio and a direct mail drive to reach more than 2,250,000 persons.

The radio campaign on 400 stations is using humor and hard sell to advertise the Dodge Dart. Four

DODGE TRUCK—*Moves from Ross Roy Inc. to BBDO.*

print ads will be added to the schedule now being used. They will be page ads in color to be inserted in major Sunday supplements.

W. D. Moore, director of advertising and sales promotion, said that a color ad for Dart will be



ADDED PUSH—*This is one of four-color ads that will appear in Sunday supplements to buttress the ad campaign of the Dodge Dart.*

scheduled in magazines, including *Life*, *Holiday* and *Better Homes & Gardens*.

The initial mailing of a Dodge Dart direct mail campaign directed to Ford and Chevrolet owners, will go out this month. #

Chrysler Shifts Reveal Ross Roy, C&W Merger Talks

DETROIT, March 18—One result of the Chrysler Corp. agency switching was the uncovering of an almost-merger involving one of Chrysler's agencies.

ADVERTISING AGE learned that Cunningham & Walsh had been discussing merger possibilities with Ross Roy Inc., which until this week handled Dodge truck advertising. Such a merger would have given C&W its long-sought-after entrée into the automotive business.

John Cunningham, board chairman of C&W, said the two agencies had talks "to explore the situation," but broke off about three weeks ago. He emphasized that the break was in no way related to Ross Roy's loss of the Dodge truck account this week.

Mr. Cunningham told AA that he is indeed interested in getting some automotive business, adding that he has visited all auto accounts in the recent past, "and I will continue to do so."

Ross Roy said there was "no basis" to reports of merger talks between C&W and his agency before the account loss. #

Grant Had Its Troubles with Local New York Dealer Group Last December

NEW YORK, March 17—One of the strangest sequences in the history of the Grant-Dodge relationship occurred last December when Cole Fisher Rogow wrested the Dodge New York Retail Selling Assn. from Wexton Co. and Grant's New York office adamantly refused to concede it had lost the account, insisting that it at least had the major Jersey dealers if not the entire account (AA, Dec. 21).

As recently as Feb. 18, when the Dodge regional office announced the introductory advertising campaign for the local selling group, Grant's office here still insisted on standing by its December statement.

Observers wondered why Grant placed itself in such jeopardy over the local account (which billed about $500,000 last year and is expected to do somewhat better in 1960), but for Grant it wasn't only a question of mere billings; it was the second year in a row that Grant's New York prestige had suffered because the local association decided not to go with the agency largely responsible for its existence.

There was little doubt that a strong anti-Grant faction existed among the local dealers. #

Ross Roy, Will Grant 'Don't Know' Why Chrysler Switched

DETROIT, March 17—Presidents of the two agencies which lost Chrysler business yesterday shed no light on the reasons for the switches in their comments to ADVERTISING AGE today.

Their reticence is understandable, because both agencies retain some Chrysler Corp. billings.

Will C. Grant, head of Grant Advertising, heard the news while in Detroit yesterday. "We were caught by surprise," he told AA, "because sales of the Dodge have been good, and public reaction has been quite good."

He said he presumed the change was "part of an over-all management decision. We've had no unpleasantness and no friction."

Grant continues as agency for the Airtemp division and for Dodge and De Soto cars and Dodge trucks in Canada, and also does some Chrysler advertising overseas.

■ Ross Roy, head of Ross Roy Inc., said: "We have been privileged to serve as advertising agency for Dodge trucks for the past 20 years, and it is only natural that we close out this phase of our Chrysler Corp. relationship with considerable regret.

"However, it is gratifying to realize that we will continue to serve Chrysler's divisions in a wide variety of merchandising activities constituting approximately 90% of our over-all Chrysler Corp. billings." The agency handles various types of merchandising material for the company.

Both agency heads said published reports on their billings losses were too high. Mr. Grant said the Dodge division may spend $17,000,000 annually as reported, but only about $14,000,000 was through his agency.

Mr. Roy pointed out that some of the $4,000,000 spent on Dodge trucks went through Grant for the Lawrence Welk tv show. #

'Restaurant Management' Will Go Controlled with July Issue

Restaurant Management, which last fall announced its resignation from the Audit Bureau of Circulations (AA, Sept. 28), and which had an ABC of 32,355, will complete a seven-month change-over from paid to controlled with its July issue. It will have a BPA circulation guarantee of 60,000.

The reason for the change, Ahrens Publishing Co. said, is that it wants more subscriber information for the publication's advertisers and editors.

Raymond Meffen Returns

Raymond K. Meffen has returned to Hazel Bishop Inc., New York, as vp. He was vp and director of marketing for Hazel Bishop from 1957 to 1959, and returned to the company after 14 months devoted to private research on the development of new products.

Chilton Reports Record 1959 Gross Income

Gross income for Chilton Co., Philadelphia, for 1959 was the largest in the company's history with a total of $15,291,324. This compares with $13,553,397 in 1958. Net profits after taxes last year were $532,011, representing $1.38 per share, compared with the 1958 net of $442,884, or $1.14 a share.

G. Carroll Buzby, president, in the annual report predicted that 1960 net profits will represent a larger proportion of gross income. Mr. Buzby reported the institution of its new Chilton Research Service by the company's research division for advertisers and potential advertisers in the Chilton publications. The Chilton president also reported the book division showing an increase of 125% in sales in 1959, compared with an industry-wide increase in book sales of 10%. In 1960, he said, the book division will undertake a large national advertising campaign.

Ford Names Ralston Manager of New TV Department

Hugh C. Ralston has been appointed manager of a new television department to coordinate Ford Motor Co.'s tv activities relating to advertising and sales promotion.

Hugh C. Ralston

Mr. Ralston has been with Ford since 1950, when he joined the Los Angeles public relations office. Most recently he has been a special advertising and public relations consultant in Europe to Ford of England, Ford of Germany and to the company's European sales locations.

De Garmo Adds Olympic Airways; Names Mitchell

De Garmo Inc., New York, which handled the Swissair account for nine years before it moved to Campbell-Ewald in 1959, has been named to handle advertising for Olympic Airways, Greek airline owned by shipping magnate Aristotle Onassis. Wendell P. Colton Co. is the previous agency.

De Garmo also announced an affiliation with a Japanese agency, Standard Advertising & News. De Garmo has appointed Anne N. Mitchell head of public relations. Miss Mitchell was formerly assistant to the president and coordinator of public relations of Daystrom Inc.

Name Sellman CAI VP

C. Gilbert Sellman, vp and manager of the Detroit office of SCI, a division of McCann-Erickson's Communications Affiliates Inc., has been named a vp of CAI. He will coordinate Detroit activities of CAI. R. Thomas Brogan, formerly a print media account executive for McCann-Erickson, succeeds him as Detroit manager of SCI.

Peeved, CBS-TV Plans to Air Press Critiques

(Continued from Page 1)

fairs of Dr. Finch and Carole Tregoff. We might want to make some comment as to whether or not the really important world and community interest stories are being positioned in 'prime time' in the daily paper."

■ This proposed new series represents the revival of an idea tried earlier by CBS Radio. From May, 1947, to September, 1950, the late Don Hollenbeck conducted a weekly show, titled "CBS Views the Press," over WCBS, New York. The program drew bitter counter-attacks from some segments of the press. Mr. Hollenbeck committed suicide in June, 1954, in the midst of a press assault on his political views.

In New York, it was learned that the first of the CBS press review telecasts, which are expected to feature a leading local news correspondent in each city, will probably start in about a month over WBBM-TV, Chicago. #

Air Crash Kills Libby Exec, Adwoman and Two Contest Winners

TELL CITY, IND., March 18—A marketing vp, an ad woman and a pair of contest winners, all Chicagoans, were among the 63 persons who perished here yesterday when a Northwest Orient Airlines passenger plane exploded on its way to Miami from Chicago.

The four were:

• **John W. Rose**, 62, vp in charge of marketing for Libby, McNeill & Libby, food products company.

• **Evelyn R. Vanderploeg**, a radio-tv time buyer for Arthur Meyerhoff & Co., Chicago.

• **Mr. and Mrs. Stanley C. Tranas**, who had won their trip to Miami in an incentive contest conducted by the company for which Mr. Tranas worked, Serta Mattress Co., Chicago. #

Robert Swezey Named Adviser to Labor Secretary

Robert D. Swezey has been named an adviser to Secretary of Labor James P. Mitchell. Mr. Swezey will advise Secretary Mitchell on the effectiveness of the department's programs in such areas as manpower development and utilization, services for youth and older workers, apprenticeship and training and employment service.

Most recently Mr. Swezey was vp, general manager and director of WDSU Broadcasting Corp., New Orleans. Before entering the broadcasting industry with National Broadcasting Co. in 1939, he had been an attorney in Washington. He recently was mentioned as a leading candidate for successor to the late Harold E. Fellows as chairman of the board and president of the National Assn. of Broadcasters (AA, March 14).

Montgomery Incorporates

Richard G. Montgomery & Associates, Portland, Ore., has incorporated under the name of Richard G. Montgomery & Associates Inc. Officers of the new corporation are Richard G. Montgomery, president; William A. Montgomery, exec vp and administrative director; Jess M. Shinn, vp and creative director; John M. Slocum, vp; Richard G. Montgomery Jr., vp, and Mary E. Nimmo, secretary.

Big 'Digest' Issue in April Marks 5th Birthday as Medium

NEW YORK, March 18—*Reader's Digest* will mark five years of accepting advertising with an April issue carrying 85 pages of national advertising, 15 pages of ads in its new metropolitan New York edition and more editorial pages (210) than in any other *Digest* issue in its 39-year history.

The April, 1960, issue compares with the final issue published without advertising (March, 1955) like this: It is bigger by more than 125 pages; it has 25% more editorial pages; it has over 100 more color pages; and it will be bought by more people—12,000,000, as against 10,000,000.

Advertising pages have more than tripled; from 271 pages in 1955 to 603 in 1958 to 902 in 1959. The 85 pages of national advertising in the new issue include 56 four-color pages and 25 two-color pages. The 15 ad pages in the metropolitan edition include pages for Knickerbocker Federal Savings & Loan; Sedgwick Machine Works; Nance's mustard and Dannon Yogurt. The edition gets $4,550 a two-color or b&w page and $5,480 a four-color page, based on 1,000,000 circulation. #

Chandler Named Manager of 'L.A. Mirror News'

Robert W. Chandler has been appointed general manager of the *Los Angeles Mirror News*. He will be responsible to the publisher for all activities of the evening newspaper with the exception of the editorial department.

Robert W. Chandler

For the past seven years Mr. Chandler has owned and published the *Bulletin*, Bend, Ore., and since 1959 also has been co-owner of the *Observer*, La Grande, Ore.

Royal in $4,000,000 Drive for Office Machines, Computer

NEW YORK, March 17—More than $4,000,000 in advertising and sales promotion will support six new business machines by Royal McBee Corp. and its subsidiary, Royal Precision Corp.

Royal McBee indicated this week it would spend more than $1,000,000 on a magazine and newspaper campaign to promote its new electric typewriter before July. The new typewriter and its Royfax Office-Copier, Royal McBee's entry into the office-copier field, were introduced in February.

The four newer products introduced this week were two computers, a "form sensing" typewriter and an automatic typewriter.

■ The campaign for the new electric typewriter will be larger than that for last year's model. The new typewriter was launched in February. Royal is using *Business Week, Life, Newsweek, The Saturday Evening Post, Time, U. S. News & World Report*, and the *Wall Street Journal* in its consumer drive. The trade campaign will center on school and office publications. Spot tv will be used in selected markets.

■ Royal's "Spacetronic form sensing typewriter," which provides automatic horizontal and vertical tabulating control, will be sold for $600 to $900 and will be marketed in July. The Royaltyper automatic typewriter will be sold for $1,425 to $1,990 and will also be leased. The Royfax Office-Copier, to be sold for $220, will be marketed in ten cities initially, with national distribution to come late in the year.

Young & Rubicam is handling the campaign for the typewriters and Office-Copier.

■ Royal Precision's new RCP-9000 computer, to be marketed for $120,000 and leased for $2,450 per month, will be promoted in a print campaign in June with ads in *Business Week* and *Fortune*. Thirteen business publications plus the *Wall Street Journal* will be used.

A trade campaign for Royal McBee's new 910 computer will be launched in June.

C. J. LaRoche & Co., agency for Royal Precision's computers, said a campaign for the RPC-4000, introduced last November, has been launched. *Fortune* and 28 business publications, including *Aviation Week, Management Methods* and *Scientific American*, will be used throughout the year. #

The 25,000 progressive motel readers of TCJ put their prosperity back into motel expansion. Every month they build an average of 11,000 new bedrooms; spend over 10 million monthly to furnish them. Fantastic? Yes, but true . . . proved by authoritative research. This is the big "pay off" motel market for more than 300 TCJ advertisers. It can be for you, too.

THIS BEDTIME-STORY

about TCJ Motel Readers is

ALL FACT—NO FICTION!

For the motel market story get "8 Billion Dollars Ain't Hay." Ask your TCJ representative for information or write William G. Browning, Advertising Director.

TOURIST COURT Journal
TEMPLE, TEXAS

publishing more ad lineage than any other motel magazine

"Did you know they tore down four foreign cars and examined every part before they designed the Falcon?

That's right. Ford's Purchasing Department costed the Falcon from drawing board to production line.

That's the story Purchasing Magazine is coming out with May 23 — this year's Value Analysis issue.

Closing date? May 2. Great ad opportunity! Want in?"

ADVERTISING AGE'S MARKET DATA ISSUE

Media promotion buy of the year

Available Market Data Section
Advertising Age
End of Artificial Barriers, Tax Cut Can Stop Recession: Johnson
11th Annual Listing of Available

To be published: April 18

Ad copy deadline: April 6

Reserve your space now!

Hamm Saturates Baltimore with Four-Media Push

(Continued from Page 3)

12-month period, will go to television, with outdoor, daily newspapers and radio following in that order.

■ The ratings for Hamm's saturation tv frequency in their eastern market area, consisting of 60-second, 20-second and eight-second spots, is in excess of 500 per week. Newspapers are scheduled for two page ads per week in four colors, two colors and one color, according to the r.o.p. color acceptance of individual publishers.

Campbell-Mithun has acquired more than 100 showings for Hamm's outdoor campaign. Eight-page inserts have been placed in the *Seaboard Beverage Journal* and the *Maryland-Delaware Beverage Journal* for the trade. Hamm is also relying on heavy point of purchase promotions which will follow the pattern they have set up in other markets.

Hamm has also arranged to continue sponsorship of the Baltimore Oriole baseball games. They will sponsor 47 games to be televised over WJZ-TV, Baltimore, and 163 games to be broadcast over WBAL, Baltimore. The Gunther Brewing Co., whose facilities Hamm's purchased to set up their eastern operations, formerly sponsored the Oriole games.

For the time being, all creative work will originate from Campbell-Mithun's Minneapolis headquarters. While the main theme of the campaign is: "Hamm's Is Coming" and "Hamm's Is Here," they will continue to build up its "From the land of sky blue waters" image.

■ Hamm's first went on sale in Maryland last week. Since the locally brewed beer is not fully aged, more than 300,000 cases were shipped from St. Paul to Baltimore for the introduction. According to the brewery, sales were far above expectations, and more beer went out of the plant during the first day than ever before in Gunther's history.

"Consumption-wise, the area emanating from Baltimore furnishes one of the best beer markets in the U.S.," Mr. Preston stated. After the present service area is consolidated, the brewery plans to expand to cover other eastern states. #

Jiffy Pop Appoints Garfield

Garfield Advertising Associates, Detroit, has been named advertising and merchandising agency for Jiffy Pop popcorn, a product of Mennen Food Products, La Porte, Ind. A tv campaign is being conducted in Michigan, Ohio and marketing areas of Denver, Boston and Buffalo.

OLYMPIC BAG—*Joyce Taylor of CBS's "Men in Space" helps display the Sacco Olympico, a vinyl-lined burlap sack which Olympico Carry-All Co., New York, reports will be the official carrying bag for the Rome Olympics. The company said it is available for premium use. Those five rings are not a beer company ad, they're the official Olympic insignia.*

Ad Man in the News . . . Stuart Watson

(See story on Page 126)

The news that McCann-Marschalk had been awarded the South Carolina Development Commission account reached Stuart Watson, chairman of the agency and chief executive officer, on Tuesday morning.

The presentation had been handled by a team from M-M's Atlanta office, which was somewhat unique because Mr. Watson wasn't on it. Stu Watson works hard on new business, considers it "distinctly the job of the chief executive of the agency," and occupies a substantial part of a day which normally begins at 7:47 on the New Canaan platform, and ends with a train out of Grand Central at "7 or 8 at night."

As the operating boss of McCann-Marschalk, Stu Watson has a unique job in the agency business. Under McCann's present reorganization, he runs a $30,000,000 agency (he says it will hit $34,000,000 in 1960) which employs some 400 people, around 280 in the U.S. It has six U.S. offices, and four abroad, and its international billing is around $4,000,000.

When McCann acquired Marschalk & Pratt in 1954, it was described as an agency to handle smaller accounts, and the operation of a corporate agency-within-an-agency was unique in the advertising business. M-M is now described as a traditional agency with self-contained departments, and an agency designed for growth companies.

■ Just as McCann-Marschalk is unique in the agency business, it may be that Stu Watson is unique among agency chairmen. For one thing, he's been in the agency business only four years; for another, he was a major advertising executive for two of the top 100 advertisers.

Now 43, Stu graduated from DePauw University in 1938, and enrolled in Northwestern University's graduate school of business. It was a program combining study and work. In Mr. Watson's case, it meant class at the Evanston campus, a long haul on the El to the

Stuart Watson

Wieboldt store at 63rd and Halsted (the students worked 30 hours a week), then back to the downtown campus on the near north side for evening classes, and back by El to Evanston.

After a tour of departments, trainees got a choice. Stu wanted advertising and merchandising, and was assigned to the Ashland Ave. store. "There I found how nice advertising people could be—they covered for me while I worked on my thesis."

At the end of the course, degree in hand, Wieboldt's offered him an advertising job at $25 a week; Standard Oil (Ind.) offered him $150 a month as a trainee, and he took the job. He reported to South Bend in the summer of 1939, stayed with the company in a variety of sales training capacities until 1942, when he was drafted into the army as a private.

■ He went through anti-aircraft OCS. He then was reassigned for infantry training to Ft. Benning, went overseas to the Pacific and was assigned to administrative duty in the Philippines, returning in 1946 as a captain.

Standard Oil (Ind.) asked a number of its employes overseas if they planned to return to the company. Mr. Watson said "no." Later they told him he could come back as assistant to the advertising manager. He said "yes" and became assistant manager in 1948. In 1951 the company sent him to the Harvard business management training course. In 1952 he was hired, largely through the efforts of the late Jack Louis, of Needham, Louis & Brorby, as advertising director of S. C. Johnson & Son.

He was later advanced to advertising-merchandising director, a job corresponding roughly to marketing director in most companies. He had an eventful tour of duty. During his tenure, Johnson split the account and added two new agencies, moved vigorously into television, and set up a four-year marketing program. In fact, since he left Johnson in 1956, he is just now seeing some of the new products come to market on which he worked in advance planning.

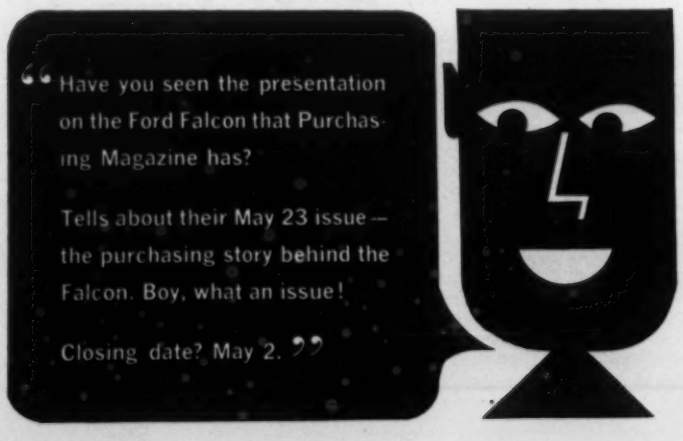
■ Marion Harper had first met Stu during the Standard Oil days; Standard was then a McCann client. The two men talked off and on during the years, and in 1956 Stu Watson left Johnson to join McCann-Erickson in New York in charge of media, merchandising and research.

Eight months later he was shifted into Marschalk & Pratt as exec vp. It was a major transition for Mr. Watson, who remarked to a friend during his first harried weeks in New York that "now I know why they say an agency is client-oriented." The change from the long planning, cost-oriented wax business (which, although its sales and promotion costs may hit 25% of sales volume, still knows to a mill what costs will be on the closure of a product in design) was startling.

McCann-Marschalk jumped from a $20,000,000 agency to a $30,000,000 agency with the reassignment of accounts and responsibilities within the agency in 1959. It opened two new offices abroad last year (Mr. Watson hasn't seen the foreign offices, but expects to, starting with Sao Paulo), and it will have more.

■ In some instances it will be operating facilities abroad where McCann now has offices, and as an agency for growth companies it hopes to have considerable growth itself, perhaps 50%. Its top executive echelon is notably heavy with men who know the foreign field well.

When McCann first acquired Marschalk, the question in other agency men's minds was whether it could successfully solicit and serve competitive accounts. The answer on the record is that it can, although the emphasis Stu Watson places on its "separateness" and "security" tend to underline the importance of these aspects in McCann-Marschalk's new business. #


"Have you seen the presentation on the Ford Falcon that Purchasing Magazine has?
Tells about their May 23 issue — the purchasing story behind the Falcon. Boy, what an issue!
Closing date? May 2."

Nielsen Network TV

Two Weeks Ending Feb. 21, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	20,973
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	20,837
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	18,668
4	Winter Olympics—Sun. 2 p.m. (Renault, CBS)	18,532
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	15,504
6	Danny Thomas Show (General Foods, CBS)	15,006
7	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	14,961
8	Father Knows Best (Lever, Scott Paper, CBS)	14,780
9	Wanted, Dead or Alive (B&W, Kimberly Clark, CBS)	14,735
10	The Real McCoys (Procter & Gamble, ABC)	14,690

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	47.2
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	46.8
3	Winter Olympics—Sun. 2 p.m. (Renault, CBS)	42.3
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	42.1
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	35.1
6	Perry Mason Show (Several sponsors, CBS)	33.9
7	Danny Thomas Show (General Foods, CBS)	33.8
8	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	33.8
9	77 Sunset Strip (Several sponsors, ABC)	33.8
10	Maverick (Kaiser, Drackett, ABC)	33.7

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	19,662
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	17,718
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	17,538
4	Danny Thomas Show (General Foods, CBS)	14,283
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	14,238
6	Father Knows Best (Lever, Scott Paper, CBS)	13,967
7	Wanted, Dead or Alive (B&W, Kimberly Clark, CBS)	13,876
8	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	13,696
9	The Real McCoys (Procter & Gamble, ABC)	13,470
10	77 Sunset Strip (Several sponsors, ABC)	12,972

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	44.3
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	39.8
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	39.5
4	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	32.2
5	Danny Thomas Show (General Foods, CBS)	32.1
6	Father Knows Best (Lever, Scott Paper, CBS)	31.5
7	Wanted, Dead or Alive (B&W, Kimberly Clark, CBS)	31.4
8	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	31.1
9	The Real McCoys (Procter & Gamble, ABC)	30.8
10	77 Sunset Strip (Several sponsors, ABC)	29.9

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 **48,389**

HELP WANTED

PRODUCT PROMOTION ASSISTANT
Handle advertising, product publicity, sales promotion materials. Work closely with Promotion Manager contacting Sales management, field Sales, and agency. Start in Agricultural Chemicals field. Vertical and lateral growth potential. Best opportunity for man with technical degree. Year or two of experience desirable-not necessary. Send resume, expected salary to:
R. J. Simpson
Manager - Marketing Personnel
Union Carbide Chemicals Company
30 East 42nd Street, New York 17, N. Y.

CHURCHMAN—LAYMAN WANTED
Episcopal Diocese of Southern Ohio is seeking a young, convinced churchman with some advertising experience to become its executive in the promotion department. The income will be moderate, but there will be excellent experience and contacts as well as interesting work with highest calibre clergy and layity. Please write fully giving age, education, experience, church affiliation and all other details including a picture if possible.
Leonard M. Sive, 712 Broadway, Cincinnati 2, Ohio.

SALES CONSULTANTS
We're looking for experienced marketing men. Background-Sales. Send resume. No phone calls. Confidential.
W. N. Kirshner & Associates, Inc.
Suite 4632
Board of Trade Building, Chicago 4

LIKEN EMPLOYMENT SERVICE
Specialized & confidential Placement of
Advertising, P/R & Marketing Personnel
Trainee to Executive Level
EXpress 1-1866 Keenan Bldg. Pgh 22, Pa.

ADVERTISING SPACE SALES
Opportunity for young man in twenties to represent midwest territory for international business publisher. Chicago office. Must be aggressive and able to compose own "action getting" sales letters. Basic knowledge of advertising helpful. Salary and incentive arrangement commensurate with qualifications. Expenses. Write giving full particulars. All replies held in strict confidence. Our people know of this ad.
Box 3502, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

YOUNG INDUSTRIAL COPYWRITER
with experience in writing electrical equipment specification sheets, catalogs, etc. Will be assigned primarily to work for arc welder manufacturer, but with opportunity to learn way around consumer accounts in small Wisconsin agency. Please submit brief resume and salary expectations.
Box 3508, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Advertising manager for medium-sized Chicago trade publication. Should know sales promotion; direct mail technique; production. Must be good at customer contact for selling ad space. Some travel involved. Send resume, expected salary to:
Box 3509, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

UNUSUAL ARTIST'S OPPORTUNITY
Proposed Southeastern advertising—publicity—public relations organization seeks ambitious young commercial artist. Should know layouts, finished art, have good sense of design. Opportunity to match wits-ideas-ambitions of hard-hitting, creative, easy-to-get-along-with, "penniless" team. Business potential aplenty. Business arrangement open to discussion. Remember, now, this business must be built on hard work, originality, ideas and ambition. Available capital just about isn't. Challenge all the way. If you think you've got what it takes (and we agree) we want to talk with you. Let us know your abilities, attitudes, ambitions, age, etc. Samples of work please. Information held in strictest confidence. Immediate attention given each reply.
Box 3507, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING CONTACT EXECUTIVE
$75000.00 Clbr. No resumes. Just FACTS! New-Patented-Copyrighted & Trademarked-Product Testing Certification Program. Applcbl. masculine as well as feminine; Commrcl. & Industrial as well as Consmr. fields. Geared fit prbims. in all media. 10 Yrs. Motvtnl. Research in anticipation of present low state of Advtg. integrity.
RIDE THE WAVE OF THE FUTURE
GPO Box 462, New York 1, N.Y.

ADVERTISING SPACE SALESMAN
Must be aggressive, imaginative, forceful. Management publication background would be helpful. Ability to think and communicate is essential. Should be under 35 years of age and interested in taking management responsibilities in addition to selling. Normal travel is involved. Good salary until qualified for drawing account against commissions. This is a permanent position with an established publisher working out of Chicago office. Send resume giving phone number. We will call you for an interview. Our people know of this opening.
Box 3511, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WE WANT A TOPNOTCH SENIOR WRITER
One with gumption and spark to take on overall creative responsibility on major consumer, industrial and farm accounts. Position offers challenge, opportunity and growth potential in a 10 million dollar agency located in downstate Illinois. Must be idea man. Salary commensurate with ability. Excellent profit sharing and insurance plans. You'll live 10 minutes from work in a pleasant community. Send complete resume to **A. J. Bergsaker, Director Creative Personnel, The Biddle Company, 108 East Market Street, Bloomington, Illinois.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

TAKE OVER NOW as advertising manager for a trade publication with national circulation. Display layout and copy main work. Experience very helpful. You'll build your own future at a good rate. You have to be a go-getter, able to work on your own, act as a one-man ad department. Lots of work, part time assistant to help you with details. Send resume and photo to **All-Pets Magazine, P. O. Box 151, Fond du Lac, Wisconsin**

Industrial Copy Writer
Chicago 4A agency needs copywriter experienced in construction, petroleum or allied fields. Send details, including salary requirements, to
Box 3510, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

A.E. or AD MGR.
11 years of success as Brand Ad Mgr, Agency A.E. and Marketing Director. Caught in agency merger. Reputation for initiative, ingenuity and results.
Box 3438, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Well regarded creative copy-contact man (35). Heavy promotion & merchandising, cosmetics, intangibles, etc. relocate with agency or advertiser.
Box 3504, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Art Director-Consultant offers layout help. Temporary, free lance. NYC area.
Box 3492, ADVERTISING AGE
630 Third Ave., New York 17, New York

AVAILABLE IMMEDIATELY
MAGAZINE PRODUCTION MANAGER
with 20 years in advertising and publishing business. Publisher's sale of national farm magazine necessitates this move. Prefer Midwest, will go anywhere to right job. Complete information, excellent references furnished.
Box 3512, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER PENDING
Soft sell, hard sell, padded sell. From Paris frocks to cuckoo clocks . . . you name it, I've done it proud! Young woman, top dept. stores, adv. agency background. Creative. Versatile. Modest. What's your line?
Box 3513, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD MANAGER OR ASST. job sought by college grad with 5 years agency exp. in production, administration, account contact. Age 29. Resume upon request.
Box 3441, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Young, dedicated to adv. Seeks agency or co. adv. dept. job. Startling radio sales record! More N.P. and Co. exp. Much ambition. Journ grad. Now employed.
Box 3514, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Industrial Adv. Specialist—6 years. exp. every phase. Good writer, knows sales, distribution. Would do well as AE, Ad. Mgr. or Asst., Space Rep. Col. grad, early 30's, New England preferred.
Box 3515, ADVERTISING AGE
630 Third Ave., New York 17, New York

FREE LANCE ADVTG.-SALES PROM.
Prompt service, reasonable rates
Seeking new creative concepts?—imaginative or hard sell copy ideas for ads, campaigns, folders, catalogs, packaging—from layout to finish. Top flight agency pro. A.E., sales-advtg. mgr. can also help with marketing, merchandising, sales promotion aids
Box 3516, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

EXPERIENCED SPACE SALESMAN
Creative background in graphic arts, P-O-P, space sales. 30. Seeks space sales or agency AE trainee. For resume
Box 3517, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS—Top agency, industrial experience; copy-contact all media.
Box 3518, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHING—GRAPHIC ARTS
13 years all phases publishing, printing available. Age 39.
Box 3519, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER
Diversified experience as writer and AE for small agency. Good ad and promotional background. Desires full copy job with top creative agency in Chicago. Female. College Grad. Let's talk.
Box 3520, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

LOOKING FOR HOT TRADE PUBLICATION TO REPRESENT?
Established weekly newspaper covering a trade field that is booming, requires publisher's reps for Chi., Cleve., Det., N.Y., Boston, Phila areas. There's no finer opportunity to make money. Rates and frequency are in your favor. Don't reply unless sales record is excellent and you can spend concentrated time on this profitable trade paper.
Box 3521, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SALES
We want a young, ambitious space rep familiar with the farm field. You'll direct sales of magazine sold to farm financial institutions. Top salary and commission.
Box 3522, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Can you add a dynamic new monthly in segment of food field to your books? We need 1 rep for Chicago and Midwest, 1 for New Orleans. Advertising and editorial. Send full details in first letter.
Box 3523, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

available

MARKETING • CREATIVE ADVERTISING • SALES PROMOTION EXEC.

Sales-oriented, varied experience, sales development, selling, training, administration. Seasoned advtg. pro, creative abilities, imaginative copy ideas, layouts. Marketing-merchandising plans, research, product development, coordinated promotions. Former owner small agency. 4-A A.E., sales-advtg. mgr. 18 years solid experience, consumer, industrial, home furnishings, retail. Capable administrator, self starter. Fair salary for growth potential. Metro. N.Y. only.
Box 993, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES AVAILABLE

Representatives for exciting new publication in the electronic parts field. Chicago and Cleveland area territories open for aggressive reps calling on agencies and manufacturers in this market. Tremendous reception in other territories. Write in confidence stating your present affiliation.
Box 3524, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

TRADE SHOW CONSULTANT
Available to companies and/or associations to organize and produce successful trade shows.
Box 3496, ADVERTISING AGE
630 Third Ave., New York 17, New York

WEEKLY NEWSPAPER And Modern Job Printing Shop
Grossing $70M, 7,000 circulation in 4 county-2 state area. Beautiful Ga. coastal city of 150,000. Ideal equipment, modern air-conditioned plant. Will sell real estate or lease to buyer who should know letterpress, editing and publishing. Present owner will assist up to ½-yr at no charge but has other interests. Will help finance right party if he has at least 25% down payment. **P.O. Box 861, Savannah, Georgia.**

WANTED TO BUY
Publication in educational or related area. Interested in any size from 50,000 to 300,000 circulation. Write to
Box 3525, ADVERTISING AGE
630 Third Ave., New York 17, New York

OPPORTUNITIES IN ADVERTISING

Trainees (adv. degree)	to $500
Industrial writer (foods)	to $7,200
Commercial Editor	to $8,000
Industrial Editor	$8 000
Production (female)	$5,500
Space Sales	$9,000
Catalog Copywriters	$5,200
Layout Artists	$7,000
Top figure illustrator	OPEN

Send resume to E. R. Rundell
WABASH EMPLOYMENT AGENCY
202 S. State Chicago 4, Ill.

REPRESENTATIVES WANTED
Well-established manufacturers of illuminated plastic indoor signs now establishing important territories throughout the country. Offers excellent opportunity for reps successfully selling dealer identification materials, pop displays, decals, metal signs or related items. Contacts with ad agencies and ad dept. of firms with large dealer organizations most valuable.
There is an opening also for sales manager to work the field and supervise the sales force.
Company has excellent reputation and is now serving some of the largest and best known advertisers.
Send complete resume to:
Benco Plastics, Inc.,
3009 Industrial Parkway West, Knoxville, Tennessee

More Market Place ads on Page 124

SENIOR COPYWRITER

Canada's leading advertising agency requires a senior male copywriter with the following qualifications:

1. Age: late twenties or older.
2. Experience: at least two years in an agency in print, radio and TV.
3. Ambition: to become a copy chief in the not too distant future.

If this sounds like you, drop us a line giving your background and salary requirements. A good position, excellent salary in a sound creative agency awaits you. Arrangements will be made for interviews in Chicago or Detroit.

Write:

A. G. Lesser
MacLaren Advertising Co. Limited
111 Richmond St. West, Toronto, Ont., Canada

ADVERTISING LAYOUT MAN—ART DIRECTOR

Top-quality art director to become integral part of aggressive medium-sized advertising agency. Must be good creative visualizer who understands type and production. Outstanding opportunity for right man. Send samples and resume to **Don Yoder, Vice President, Howard Swink Advertising Agency, 377 East Center Street, Marion, Ohio.**

TO THE AD-MAN WHO WANTS TO DO BETTER!

He may be fairly well situated and under no compulsion to change.
He won't risk answering blind ads, nor cheapen his availability by peddling his services indiscriminately.
Yet he knows there must be positions more in keeping with what he desires and deserves—and is aware that such opportunities could be revealed by an intelligent, thorough and completely confidential search in his behalf.
That man needs us and we need him. His cooperation—plus our efforts, 'know-how' and friendly contacts with scores of important employers—can provide his best and quickest chance for better things.
He'd do well to write, 'phone, or see us in person—*NOW!* It could be the happiest move he ever made.

Cliff Knoble, Consultant
Advertising—Marketing
IMPERIAL PERSONNEL, INC.
37 S. Wabash—Chicago—Tel. Fr.2-4233

IMMEDIATE OPENINGS—First Class Account Executive, TV and Radio Experience — Top Service Merchandising Man, Parts and Accessories—Superb Opportunity for Manager, Industrial Division, leading Agency—Other openings for Media Director, Copy Men, Artists and Art Directors, Account Exec's., Assistants, Public Relations Man, Agency Branch Manager, New-Business Executive and *Agency General Manager!*

LARGE MIDWEST BREWERY SEEKS MARKETING DIRECTOR

Here is one of the most exceptional opportunities in the brewing industry for a man with the right qualifications:

The man we want has had a wide scope of experience . . . in sales . . . in merchandising, promotional and sales planning . . . in direction of sales personnel . . . in distributor relationship.

He has a good job now, preferably—but not necessarily—with an important brewery. His present salary is $25,000 a year or more. He wants an opportunity to increase materially both his income and his stature in the industry.

His efforts for us will be supported by a fine organization and an outstandingly aggressive advertising and merchandising program. 1959 sales were well in excess of one million barrels.

Our personnel know about our seeking a man for this position. His application will be kept strictly confidential. Write giving full details and include a photograph.

Box No. 995, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

The Advertising Market Place

OPPORTUNITY FOR EXPERIENCED SPACE SALESMAN IN NEW YORK AREA

The young man (28 to 38) we're hunting is looking for a better spot right now . . . greater sales potential, a challenging growth industry, a top-flight magazine to sell . . . an opportunity to make more money! If he's alert, ambitious and aggressive, he'll find it on CHEMICAL WEEK. We prefer some chemical education or experience but will cheerfully waive this requirement in favor of a good space selling record. Salary is open . . . you sell us on your ability! Send resume to: Box 994, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

WRITER WANTED

Career job for a versatile writer who has originality and drive. No specialists! Must be able to write consumer, agricultural, or industrial ads and collateral material. Minimum supervision, plenty of creative freedom, heavy work load and responsibility. Work with top designers. Opportunity to become copy chief or group creative director as agency expands. Medium size Chicago agency with stabilized list of growing accounts and bright new business prospects. Salary range $10,000—$12,000.

Send resume and references to: Box 101, Advertising Age, 200 E. Illinois St., Chicago, Illinois.

—2—ASST. ADVERTISING MGRS.—2—

An excellent opportunity in advertising for two young men (20-35) in the Advertising Department of one of the nations leading manufacturers of electric housewares and portable tools. We are a multi-plant organization. These positions are in our home office, Milwaukee, Wisconsin. Men selected must be self-starters, strong in copy, and capable of handling all phases of consumer, trade catalog, and direct mail advertising. Must understand graphic arts and media. Salary open. Please send resume, including salary requirements. All replies held in confidence. Our staff is aware of this ad. Reply to Box 992, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

TO A NEW YORK COPYWRITER WHO HATES NEW YORK

Why stay! Central New England 4-A agency needs hot copywriter with at least 4 years' experience. Founded in 1927, agency is medium sized and growing. Excellent reputation and high creative standards. Accounts are well diversified, both consumer and industrial. We need a versatile *writer*—not an account man—who can tackle any copy assignments, create entire campaigns, participate in idea sessions with clients. Good visual imagination important. Please outline experience and include salary requirements.

Copy Chief
Remington Advertising
44 Vernon Street
Springfield, Mass.

DON HARRIS NEEDS:

AE, grocery products. Practical in food marketing, promotions. With courage of convictions until overruled .....$18-$20M

MARKET RESEARCH DIRECTOR, company. Some overseas-markets background helpful.....$15-$17M

AE, foods. Right hand for marketing-oriented supervisor. One not confused by a workload sometimes heavy.....$14M

MARKET RESEARCH, major agency. Young, exceptional, ambitious. Will participate under young leadership in wide-horizons projects for major clients. An open door to rapid growth.....$10-$12M

DON HARRIS, Director
Advertising and Marketing Division

MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

PRODUCT MANAGER WOMAN

National cosmetics manufacturer has a newly created opening on our Product Management team.

The person we are looking for is between 25 and 35 with a background in the planning and coordination of merchandising campaigns. She probably is working as an account executive or assistant on consumer products or in the marketing department of a manufacturer.

We offer an attractive starting salary and a fine opportunity for growth and increased responsibility.

Send detailed resume in complete confidence including income requirements. Our employees know of this ad.

Box 999, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

CREATIVE A/E, ADV.—SALES PROM. EXEC NOW AVAILABLE

Young (33) Advertising-Sales Prom. Mgr., A/E. with 12 years proven creativity, administrative and sales available April 1. Former agency owner, A/E, (industrial & consumer accts.) Adv. Sales Prom. Mgr. Capable organizer. Knows dealer co-op. "Can do" comp. layouts, top copy, sound adv. campaigns and marketing plans, merchandising ideas. Thorough graphic arts knowledge. Seeks career post, great lakes area. $10,000.00.

Box 100, Advertising Age
200 E. Illinois St. Chicago 11, Illinois

JUNIOR COPYWRITER

If you have a modicum of experience, an aptitude for hard work, a penchant for learning, an imagination that soars with down-to-earth merchandising ideas, a sense-making but sprightly syntax, then write us. We're a sales promotion agency on Chicago's near north side and nice people to work with. Send resume with age and salary.

Box 102, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

WRITERS

to join advertising staff to produce corporate and sales literature including product brochures, external magazine and advertisements. Prefer young experienced men. Degree required. Electronics background helpful. Salary open. Send resume and representative samples. Please do not call.

Mel Schinkel
Director Corporate Advertising
Collins Radio Company
Box 1891, Dallas, Texas

WANTED COPYWRITER WITH IDEAS

One of the fastest growing midwest agencies has an immediate opening for a copywriter who is not only able to write sparkling copy but copy that will move goods. The man must have at least 10 years experience in writing copy for all print media with heavy emphasis on consumer products—oil experience helpful. He should be personable, able to work as a team man and capable of selling his ideas in client meetings. It will be necessary for this man to relocate but we are ready to offer him compensation commensurate with his experience and many company benefits. Send complete resume and salary requirement to:

Box 997, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

LET'S RUN ADS TOGETHER

We are seeking a partner for our client, a national dinette manufacturer, in a "co-op" national advertising program.

We would like to run your product or client's product in a national media program and get more mileage per advertising dollar for all concerned.

If you manufacture, or represent a manufacturer of a product that goes into the kitchen, or could tie in with a dinette ad, may we hear from you.

All replies in confidence.
Box 996, ADVERTISING AGE
200 E. Illinois St.
Chicago 11, Illinois

DO YOU NEED

Copywriters, Ad Managers, Production People? WE HAVE THEM! Check with

MARAMAC PERSONNEL
5 No. Wabash, Chicago 2
RA 6-3538

ADVERTISING REP WANTED

For Western Industrial Publication to cover Central States.

Write Box 27 R 677,
ADVERTISING AGE,
4041 Marlton Ave.,
Los Angeles 8, Calif.

Our 49th Year

ACCT. EXECUTIVE, AAAA agcy.	$15,000
EDITORIAL ASSISTANT	7,200
SALES PROMOTION	8,500
SPACE SALESMAN	10,000
MARKET RESEARCH ANALYST	9,600
ALL-MEDIA BUYER	10,000
COPYWRITER, woman	8,000

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

TRAVEL COSTS YOU NOTHING WHEN AN APR MAN DOES IT FOR YOU!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N.Y.
85 members

APR

1960 IS EUROPEAN ECONOMIC EXPANSION YEAR
Help your clients ride the growth and profit surge with a DYNAMIC AGENCY IN THE CENTER OF EUROPE

I head a well-organized advertising agency with a thorough knowledge of all West European markets and representatives in every country. If your clients want to sell overseas, *you need a man on the spot.*

We can offer you our enthusiastic cooperation in every phase of advertising.

As a progressive agency, you should not miss this opportunity to give your clients better service and bigger sales during the economic development of the United States of Europe.

Write us today for details. We will let you know how we can help your clients in the expanding, profitable European Market.

Roland Katz, President, PUBACO,
rue de l'Avenir 10, Bienne
(Switzerland.)

IMMEDIATE ADVERTISING & MARKETING OPENINGS!

COPY CONTACT MAN $12,000
Versatile agency experience in print & broadcast media, with product B/G in hard lines & light industrials.

MEDIA DIRECTOR $15,000
Solid in print & broadcast media. Supervise staff & function on plans board. 4-A Midwest agency.

BROADCAST MEDIA DIRECTOR ..$15,000
Supervise 4-Time Buyers.

MARKET RESEARCH ANALYST To $9,000
3-5 years versatile experience in hard lines or related.

MARKET RESEARCH DIRECTOR ..OPEN
8-10 Years background, in all phases, building materials exp. helpful.

MERCHANDISING COORDINATOR $12,000-$15,000
Strongly creative in sales promotion and merchandising areas. Hard lines B/G or related. Midwest company.

SALES PROMOTION SUPERVISOR $12,000-$15,000
Heavy B/G in products distributed thru electric utilities.

ADVERTISING MANAGER $12,000
Versatile print B/G in Sporting goods or related. Must be creative.

ASS'T ADV. & SALES PROM. MGR. $10,000
B/G in washers or major appliances. Eastern manufacturer

ADVERTISING MANAGER $15,000
Strong experience in brewery products. West Coast location.

If qualified and interested, send resume in complete confidence.

GEORGE E. PYLKAS
Manager—Advertising Division

CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg., Chicago 2, Ill.
FI 6-9400

Exceptional Office Space in Chicago!

Sublease
26,000 Sq. Ft.
(12,855 sq. ft. Floors)
WILL DIVIDE

100 E. OHIO ST.—IN THE HEART OF THE NORTH MICHIGAN AVE. DISTRICT

Air Conditioned . . . . Fluorescent Lighting

- All space daylighted
- Numerous private offices
- New automatic elevators
- Asphalt tile floor
- Acoustical ceilings
- Excellent parking facil.
- Restaurant in building
- Unexcelled transportation

Call Mr. W. B. Snowhook

BROWNE & STORCH, INC.
919 N. Michigan Ave., Chicago 11, Ill. • WHitehall 4-7373

Metzger, Perry Open New Milwaukee Shop

MILWAUKEE, March 15—Donald C. Metzger and Wallace E. Perry, Milwaukee admen, have formed a new agency, Perry/Metzger Advertising.

The two heads of the new agency were previously associated with another agency here, Advertising Inc. Mr. Metzger was a vp and Mr. Perry was production and media director. Both also are free lance radio and tv announcers.

In addition to handling consumer and industrial advertising, Perry/Metzger will produce and package radio and television programs.

■ Accounts that have gone with Messrs. Metzger and Perry to the new agency are Heiser Ford, Wisconsin Meat Products, Milwaukee Area Bureau for Lathing & Plastering and Paulsen Lumber Co.

Offices of the new agency are in the Capitol Center Building, 2510 W. Capitol Dr. #

FC&B Names Caravatt VP, Account Supervisor

Paul J. Caravatt Jr. has joined Foote, Cone & Belding, New York, as a vp and an account supervisor.

Paul J. Caravatt Jr.

Mr. Caravatt was formerly a vp and a member of the plans board of Ogilvy, Benson & Mather. Before joining Ogilvy, Benson & Mather, he was an account executive at the old Biow Co. At FC&B, he will supervise Lever Bros. products.

North Names Four to Staff

North Advertising, Chicago, has appointed Walter Lecat art director, Barbara Hartman print production manager and Milda Savage a copywriter. Mr. Lecat formerly was an art supervisor at Kenyon & Eckhardt. Mr. Hartman formerly was with Lilienfeld & Co. Miss Savage formerly was with George H. Hartman Co. North also has appointed Robert Reinbold a research analyst in the marketing department. He recently conducted a special analysis of newspaper advertising for Marshall Field & Co. and before that was with the *Chicago Tribune.*

Wright Follows Babbitt to Geyer

Walter H. Wright, formerly an account executive and vp at Brown & Butcher, has followed the B. T. Babbitt Inc. account to Geyer, Morey, Madden & Ballard, New York. He will be one of the agency's package goods specialists and account executive for Babbitt's household products division.

Principal U.K. Industrial Press Agents visiting New York and San Francisco mid April would like to meet agencies with U.K. and Commonwealth interests.

Box 998, Advertising Age
200 E. Illinois St., Chicago, Illinois

INDUSTRIAL ADVERTISING EXECUTIVE

Seeks top marketing, advertising, editing or public relations spot with wide horizons. Nationally known author, lecturer, consultant with broad industrial background. Will consider agency or manufacturer. Relocation no problem.

Box 103, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Abbott's 'Life' Ad Hits 'Errors' in 'Life' Drug Story

NORTH CHICAGO, March 15—Abbott Laboratories, in an all-copy page ad in the March 21 issue of *Life*, takes that magazine to task for at least 13 specific "errors and misstatements of fact" which, the copy says, appeared in a seven-page editorial feature Feb. 15 about the ethical pharmaceutical industry.

Terming its ad, "A Paid Editorial," Abbott asserts that *Life* "misfilled more than its pill bottle" in its feature, "Big Pill Bill to Swallow." The ad defends not only the entire drug and medical industry, but also one of Abbott's competitors, whose product was cited in the feature article.

Abbott notes, "It is not our intention to vilify *Life*. We accept that it has the right to a viewpoint. Our concern is that the conditions it reported, and the interpretation put to them, are not consistent with the facts."

■ The ad is believed to be the first ever to be placed in a consumer medium on an ethical drug question. Tatham-Laird, Chicago, which handles advertising for Abbott's Sucaryl, a non-caloric sweetener, placed the "paid editorial."

Included in the copy is a coupon offering free a booklet which Abbott prepared for its employes concerning itself and the entire pharmaceutical industry. Questions and answers in the booklet reportedly are based upon the recent hearings of the antitrust and monopoly subcommittee of the Senate judiciary committee, headed by Sen. Estes Kefauver.

A PAID EDITORIAL

REPORT TO THE NATION'S DOCTORS ON A "BIG PILL BILL TO SWALLOW"

ABBOTT LABORATORIES, NORTH CHICAGO, ILLINOIS

RETORT—*This ad, appearing in the March 21 issue of Life, from Abbott Laboratories, refutes 13 specific "misstatements of fact" which appeared in a feature about the ethical drug industry in the magazine's Feb. 15 issue.*

Four of the retorts expressed in the ad concern—and defend—Temaril, a pill prescribed to relieve the itching of chicken pox. The product is made by Smith, Kline & French Laboratories, Philadelphia; it has been on the market about a year.

■ Some of the "misstatements" Abbott takes issue with concern drug prices, profits, new medicines, drug promotion costs and brand names.

On March 7, in its "Letters to the Editor" column, *Life* carried a correction on the number of pills it had reported to be contained in a Temaril bottle—there are 20 instead of 10.

But Abbott takes issue with the price, as well, noting that one pill sells on prescription at an average price of 11.3¢—not 30¢, as *Life* reported. The magazine had stated the tablets were given to each of five children every three hours. Abbott contends that "if this happened, the children were getting twice the dosage recommended by the manufacturer."

Life quoted a pharmacologist to the effect that "extraordinarily few important new drugs have been originated by American drug houses." But, the Abbott ad says, "in the last decade alone, American pharmaceutical houses have developed 392 new medicinal chemicals, including tranquilizers, steroids, antibiotics, diuretics, antihypertensives, etc."

■ Smith, Kline & French applauded Abbott's action in placing the ad. It noted, however, that "it is much more difficult to correct than to create a misleading impression."

The Philadelphia marketer said that in part of the Feb. 15 press run of *Life*, two captions were reversed, adding, "That kind of thing cannot be tolerated in our industry because we deal with life and health."

In a letter to *Life*, the company said, "We expressed surprise at the attack on brand names, particularly because *Life* magazine itself has done so much to promote brand names under the theme, 'As advertised in *Life*.'"

The magazine feature had stated there is no "real difference" between brand name drugs and equivalent generic name drugs. Abbott countered, in its copy, that "many unbranded drugs have been proven inferior, as a scrutiny of Food & Drug Administration citations would show."

Smith, Kline & French pointed out that *Life* had quoted two medical critics of the drug industry, "but had ignored the outstanding physicians who had voluntarily testified in behalf of the industry at the Senate hearings."

ABBOTT ENTITLED TO INTERPRETATION: 'LIFE'

NEW YORK, March 16—Abbott Laboratories is entitled to its interpretation of the facts and *Life* to its own, says the magazine's publisher, Andrew Heiskell.

In anticipation of queries, *Life* had on hand the following statement from Andrew Heiskell, publisher:

"*Life*, in accepting the advertisement from Abbott Laboratories, which criticized its editorial article, 'Big Pill Bill to Swallow,' was merely extending an advertiser the right of dissent in the American tradition of free speech and free press. *Life* has traditionally opened its columns to readers who disagreed with its articles and did so in this case in the letters-to-the-editor column of the preceding week.

"When an advertiser felt strongly enough to want to purchase a full page of space to refute our position, we felt we could not refuse them. As to the question of facts in the controversy, Abbott has its interpretation of them and *Life* its own."

The Abbott Laboratories ad came as a complete surprise to Hill & Knowlton, which was recently appointed public relations counsel to the Pharmaceutical Manufacturers Assn.

H&K, an old hand at helping troubled industries, said it had no advance knowledge of Abbott's defense of the industry. #

BVI
ELECTRIC CAN OPENERS
GREAT for premiums, contests, sales incentive programs. Available in all price ranges!
For complete details contact:
BURGESS VIBROCRAFTERS, INC.
Dept. A-60 • Grayslake, Ill.

Don't make the same mistake twice

BUY NEGRO RADIO THIS TIME!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio*. It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Negro Market . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Don't be misled that Negroes will buy anything. Negro incomes have increased 192% since World War II . . . today's Negro is a selective buyer of quality items. Negroes are intensely loyal to products in which they believe. One outstanding, vital fact is that they *do believe* what they hear on their own radio. When one of their favorite personalities voices the selling message for a product it is believable. And with the believability comes sales. No matter what your budget for these six important markets . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Negro Radio or you're missing this market! Experience IS the best teacher. Experience Rounsaville Radio—one of the oldest and the *largest* broadcasters in Negro Radio!

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

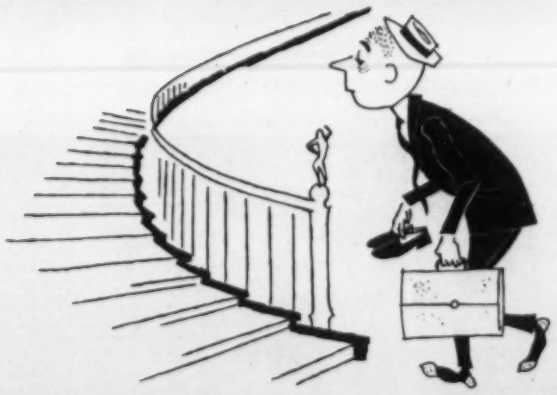
JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

When You're Staying in Chicago...

the adman's AD-dress is 505 N. Michigan



Within a few blocks of the Sheraton Towers you'll find hundreds of agencies and suppliers. About half our guests are in or dealing with the advertising business. When you're in Chicago, stop at the Sheraton Towers. You'll be among friends.

SHERATON TOWERS

505 N. Michigan Ave., Chicago 11, Ill. • WHitehall 4-4100
M. T. McGarry, Gen'l Mgr. • Home of the Chicago Press Club and the Agate Club

WINNING SELL—*Ed Cashore, of McCann-Marschalk, Atlanta, watches attentively as his colleague, Mark Bollman, addresses the South Carolina development board.*

South Carolina Likes Marschalk's Plans for State's $175,000 Account

State Names Atlanta Unit of McCann in Contest with 3 Other Southern Shops

By Denis Higgins

COLUMBIA, S. C., March 15—The state development board of South Carolina last night awarded its $175,000 industrial and tourist advertising account to McCann-Marschalk after five non-stop hours of presentations and one hour of deliberation.

Four agencies—one uninvited—appeared before the board yesterday, armed with flipcards, slide presentations and sharpened senses of humor to pitch in public for the board's account.

Three of the agencies were survivors of a preliminary screening of eight agencies conducted Feb. 28 by the board's travel and information [advertising] committee. In addition to McCann's Atlanta office, they were Henderson Advertising Agency, Greenville, which had handled the account for 11 years, and Cargill, Wilson & Acree, Richmond.

The fourth agency, Tobias & Co., of Charleston, lost out in the preliminaries, but turned up here yesterday and insisted on making its presentation before the 15-man board.

▪ Tobias' plea for consideration as a finalist centered on the touchy subject of states' rights. In the preliminary screenings conducted in February, six of the eight agencies soliciting the account were located in South Carolina, but in the finals only one of the three agencies was one located in the state.

Other losers were Bradley-Graham-Hamby; Tom Daisley Advertising Agency; Lowe & Hall Advertising and the Withers-Carson agency. Bradley-Graham-Hamby and Withers-Carson had made a joint presentation.

Apparently to avoid controversy, the development board offered to hear any losing presentations in yesterday's session, which lasted from 10:30 a.m. to about 4 p.m.

▪ Following the decision, Chairman Hipp told ADVERTISING AGE that the selection of McCann was unanimous and was based "entirely on the content of the proposed ad program."

Mr. Hipp indicated, however, that if "all things were equal," the board would have been "inclined toward an agency domiciled entirely in South Carolina." He added that two ballots were cast in closed session, the first one eliminating the Tobias agency. Since that left Henderson the only South Carolina agency in the running, the implication was that the board considered Henderson as its second choice, followed by Cargill, Wilson & Acree.

Mr. Hipp further indicated that the account may be up for grabs within two years. He said that while no decision has been made, it has been the practice of the board to appoint an agency for a two-year term. McCann-Marschalk, he said, has been appointed for only one year. "At least as things stand now," Mr. Hipp said.

Tobias Talks

Tobias & Co., sole South Carolina agency to snap up the board's offer, opened the session with a slide and verbal presentation handled by Hoke May, account executive.

Mr. May kicked off with slides that reviewed South Carolina's advantages of population, climate and natural resources. Mr. May called Tobias & Co. an agency that knew the state and knew industry.

▪ He ticked off the agency's account list and described campaigns Tobias has handled for industrial and municipal accounts. South Carolina's advertising, he said, must appeal to "educated and canny" business men and to industrialists who want a "compatible business climate." He said ads with "pretty pictures" would never persuade an industrial prospect to move to South Carolina.

He said ads should be as "specific as possible" rather than "esoteric and left field." He suggested a campaign based on several specifics and offered as a theme, "Soar with South Carolina." This, he indicated, was based on a contraction of South Carolina's State Organization for Associated Research (SOAR).

▪ Following the slide presentation, Mr. May suggested that the state use "Soar" as a springboard for its national campaign.

"We should use our national program to merchandise our assets and research facilities," Mr. May said. "Building our campaign around 'Soar,' and with constant repetition—the essence of advertising—'Soar' will become synonomous with South Carolina in six or eight months."

▪ Mr. May showed roughs of some ads using the "Soar" theme. Typical headlines: "Soar into a growing market"; "Soar into the nuclear age"; "Soar into a better business climate." Copy played up South Carolina's favorable tax structure and the Savannah River nuclear plant and pushed "Soar" as the state's "economic way of life."

Not a 'Cotton Patch'

"We want to get across the idea that we're offering growth and profits," Mr. May said. "We're not begging people to come to South Carolina—we're not poor people living in some cotton patch."

Mr. May showed another set of ads playing up the state's 150 research projects. "North Carolina has been making a lot of capital out of its Research Triangle," Mr. May said, "and a campaign along these lines would be an effective answer."

On the subject of a specific media schedule, Mr. May said placement would depend on the board's "sales program," but it would probably include ads in trade and horizontal media, plus newspapers such as the *Wall Street Journal*, *New York Times* and *New York Herald Tribune*.

In his windup, Mr. May showed the board several issues of Standard Rate & Data which, he said, contain "all you need to know about media.

"It doesn't take a close proximity to media to do an effective advertising job," he concluded, "and you don't have to live in New York, Chicago, San Francisco or any other big city."

Cargill, Wilson & Acree

Next in line was Cargill, Wilson & Acree, represented by two of the agency's principals—James N. Cargill, president, and Robert A. Wilson, exec vp. Cargill's team also included William Shotwell, manager of its Charlotte, N. C., branch.

Mr. Wilson opened with references to the "close affinity between Virginians and South Carolinians, which goes back as far as the Revolutionary War.

"Why," he said, "even the statue of George Washington in front of your statehouse is the same as the one in front of ours in Richmond."

SOARING PROSE—*Hoke May, of Tobias & Co., tells how his agency would handle the state development campaign.*

Apologizing for his flight into the past, Mr. Wilson turned the session over to Mr. Shotwell, who rolled some slides showing South Carolina as "the symbol of the soaring '60s."

Following the slides, which gave board members a look at such state assets as "dynamic leadership, progressive government, and favorable tax climate," the agency recited some facts and figures on Cargill, Wilson & Acree's operations.

▪ Speaking alternately, Messrs. Cargill and Wilson traced the growth of the agency from its formation in 1953, with $66,000 in billings, to its current rate of $4,500,000. They said the agency employs 42 people in two offices and offers clients a "complete marketing concept of service." To make certain the board members got the full story, the agency distributed a bound folder explaining its operations and recommendations for handling the account.

Next came Mr. Cargill and some "name dropping." He gave the board a rundown on accounts handled by his agency. These included such blue chips as divisions of Esso, Chevrolet and Bell Telephone, plus some previous agency experience on the state of Virginia account.

Mr. Cargill noted that in the four years that the agency worked on the Virginia account, its ads created the "largest prospect file" on record. This prompted a board member to ask why the agency no longer handled the account. The agency's principals indicated that state politics might have had something to do with the loss.

▪ The agency also emphasized its heavy experience on southern accounts, noting that 21 of its 27 clients market goods in South Carolina. South Carolina's account, it was pointed out, would be just the right size for the Richmond agency, since no current account represents more than 15% of the agency's total billings.

Next Mr. Wilson launched into a discussion of problems faced by South Carolina in attracting industry to the state. Using a batch of competing ads to emphasize his point, Mr. Wilson told the board that South Carolina ads must be "large, dominant and

JURY—*South Carolina State Development Board members examine ads prepared by their erstwhile agency, Henderson Advertising Agency.*

spirited."

"We have to do something big, bold, imaginative and dynamic to stand out above the welter," he said. For its industrial prospect advertising, he suggested the state use "big and dramatic ads" that "tell specific stories" about South Carolina's climate, manpower, ports and progressive government.

He showed some "speculative" ads, which he described as "large, dominant and spirited," which would carry, as a signature, a palmetto against a rising sun. This, he indicated, would tie the ads together and emphasize the theme, "You'll find the New South in South Carolina."

■ For travel advertising, Mr. Wilson noted that the board could offset its limited budget by the use of half-page bleed color ads with high frequency in magazines and travel sections of newspapers published in the South Atlantic part of the country.

POWERHOUSE—*Bob Wilson, of Cargill, Wilson & Acree, shows the South Carolina board an ad featuring low electricity costs, as his colleagues, Bill Shotwell (left) and Jim Cargill, listen.*

With the use of the half-page color units—which he described as "different" from most travel ad layouts—the state would "stand out despite the fact that it's not spending much money. Your budget is low," he said, "but your media schedule is designed so that you go first class, too."

The Cargill, Wilson media plan, as explained to board members, went like this: For industrial development, 11 pages in the *Wall Street Journal* ("Tell the right prospects forcefully and often"); six pages in *Electronics;* six pages in *Chemical Week;* six pages in *Petroleum Week* and six pages in *America's Textile Reporter.*

■ For travel promotion the agency proposed half-page color ads in *Holiday* in February and April and a half-page b&w ad in the magazine's October issue; a half-page b&w ad in January and March issues of *National Geographic;* 500-line ads in April and June travel editions of major newspapers, and four half-column ads in outdoor magazines. Cargill, Wilson emphasized that the travel media schedule was planned for "the front of the year, when people are planning vacations," and chosen to pull maximum inquiries.

To back up its print advertising, Mr. Shotwell outlined some plans for coordinating the board's advertising with other advertisers using the palmetto logo, to get "common identification and to increase recall."

To merchandise the campaign, Mr. Shotwell suggested three devices: (1) "Giant telegrams" from the governor, telling the state's story to key industrial leaders; (2) use of merchandising services offered by media and for mailings to state leaders, urging tie-ins with the campaign and (3) site literature mailings to industrial prospects.

■ Summing up, Mr. Wilson told the board that its account was "extremely important" to the agency.

"This is the kind of account we need and have grown on," he said. "And it's not an account we'll take care of only when we get a

Bristol Is Named Ad Council Chairman

WASHINGTON, March 16—Lee H. Bristol, chairman of the board, Bristol-Myers Co., New York, yesterday was elected chairman of the board of the Advertising Council at the annual meeting of the directors.

Lee Bristol

Mr. Bristol succeeds John C. Sterling, chairman, *This Week Magazine,* who has completed two terms as chief executive of the public service organization.

New vice-chairman is Edwin W. Ebel, vp of advertising, General Foods Corp. Two vice-chairmen were re-elected: Leo Burnett, chairman of the board, Leo Burnett Co., and Edward Von Tress, senior vp, Curtis Publishing Co. Frederic R. Gamble, president, American Assn. of Advertising Agencies, and Paul B. West, president, Assn. of National Advertisers, again were chosen for the posts of secretary and treasurer, respectively. #

GRAPHIC ARTS BUYER GLOSSARY OF GRAPHIC ARTS TERMINOLOGY $2.50 Compiled by Donald Davis

An aid to communication for everyone in the Graphic Arts. Compiled by Don Davis, Editor of GRAPHIC ARTS BUYER, about 128 pp., hard cover, $2.50. Pre-publication special $2.00. DURALITH PUBLISHING COMPANY, INC. 1025 RACE ST., PHILADELPHIA 7, PA.

KXLY-TV COVERAGE
DELIVERS MOST HOMES

November 1959, Nielsen
Proves Unexcelled Coverage of KXLY-TV

Maximum FCC allowable power, PLUS antenna height of 6,018 feet, gives KXLY-TV the largest coverage area of any TV station in the United States!

271,920 TV Homes
located in
4 States - 43 Counties & Canada

Nielsen Firsts in Total Homes Using TV			
	KXLY	Station "A"	Station "B"
Noon to 5 PM (¼ hours)	75	0	25
6 PM to 12 M (½ hours)	46	32	13

CBS KXLY-TV
SPOKANE, WASHINGTON
H-R Television Inc.

Wow!

Just saw Purchasing Magazine's presentation on the Ford Falcon.

What a story for industrial purchasing agents!

What a chance to advertise to p.a.'s everywhere!

In May 23, this year's Value Analysis issue of Purchasing Magazine.

Closing date? May 2. Want to expose an ad?

MEMPHIS

Ranks 6th in the U. S.
In General Merchandise
Sales Per Household*

**At $891 per household Memphis general merchandise sales rank ahead of:*

Houston	$858
Dallas	$855
Chicago	$836
New Orleans	$694
Louisville	$507

—Sales Management "Survey of Buying Power," 1959

In prosperous Memphis, you don't have to go downtown to find eager buying crowds like this. There are responsive buying centers in the 60 major towns throughout the Mid-South where The Commercial Appeal and Memphis Press-Scimitar have hometown acceptance. You reach them all with the Mid-South's one great newspaper combination.

WRITE FOR NEW MARKET BROCHURE

TOTAL Memphis Market over 2,500,000 population

The Dominant Dailies in the Mid-South

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

chance. We have the ability to stretch dollars through merchandising and know-how. We just don't place an ad," he said.

"We know how to pre-test efforts and evaluate your results, and we have the capacity to invest your ad dollars wisely. And one other observation," he added: "I'd like to point out that 80% to 85% of your budget will be spent outside the state; no matter what agency you select, you'll spend the budget outside."

Henderson Advertising

Next on the podium was the board's agency of record, Henderson Advertising, represented by its president, James M. Henderson; Fred C. Walker, an account executive, and Jay W. Cheek, copy director.

The Henderson agency, after handling the account 11 years, ran into a law approved last May by the state legislature. This expanded the development board from five to 15 members. In the reorganization that followed, the board threw open the account to presentations.

The Henderson agency launched its pitch with a general statement of objectives on both the industrial and travel advertising fronts.

On the industrial side, Mr. Henderson said, the board's advertising should be aimed at four targets: (1) Acquisition of new industry; (2) expansion of existing industry; (3) establishment of "new local ventures" and (4) diversification of the state's industrial economy.

■ He told the board that these objectives could be accomplished via an intensive ad and promotion campaign. He proposed that the state's "youth and vitality" be captured in a single "memorable" slogan—"South Carolina—vigorous, young opportunity-land for industry."

Mr. Cheek suggested that ads be used with this slogan, playing up specific appeals, such as South Carolina's progressive government, available and willing work force, raw materials markets, transportation and power and fuel supply. Each of these, he said, would "emphasize one point and just touch on the others."

He showed the board a rough that used testimonials from some 15 different business leaders on why they relocated in South Carolina and why they invested $200,000,000 in the state.

Henderson Walker Cheek

NATIVE SONS—*Fred Walker, of Henderson Advertising, delivers the sound track as James Henderson eyes the development board members and Jay Cheek pulls out the next display in the presentation.*

■ To support print advertising, which the agency said should be "important in size" and chock full of "reasons why" copy, Henderson recommended a cooperative ad and publicity campaign to include special state promotions (Industry Appreciation Week, Tobacco Week, etc.) to attract outside industry.

Also suggested was a direct mail program aimed at top industry prospects. These mailings would contain a "dramatic example" of the state's advantages, such as a small pine seedling ("A little bit of South Carolina. Plant it and watch it grow"), directed at specific operations, such as the wood and paper industries.

For its industrial media schedule, the agency proposed that $115,000 be spent this way: six two-thirds pages in *U. S. News & World Report, Business Week* and *America's Textile Reporter*, plus small-space ads in the eastern and midwestern editions of the *Wall Street Journal* and the Sunday *New York Times*.

■ For tourist advertising, Henderson recommended that 1960 advertising be built around a slogan boosting the state as "South Carolina—Holiday-land 365 days a year."

Objectives of the campaign would be to nail down tourist inquiries, to create desire to vacation in the state and to sell the idea of South Carolina as the "ideal family vacation spot."

Copy chief Cheek showed the board some examples of recommended ads which, he said, "tell the state's variety story." Artwork in the roughs played up seven different South Carolina vacation spots for advertising use every day of the week.

These, he said, should appear as three half-page units in *National Geographic;* three quarter-page ads in *Holiday* and six one-third page units in *Sports Illustrated's* eastern and midwestern editions. Some 15 ads would appear in the Sunday *New York Times* section on a 15-time schedule. Cost of travel advertising and publicity was placed at $60,000.

■ To buttress its presentation, Henderson left a 51-page folder with the board, setting forth its recommendations for industrial and tourist advertising in 1960 and documenting these with facts and figures.

The agency said that South Carolina must rely on strong promotion and striking ads to overcome advertising of competing states. The agency said that last year, South Carolina spent $60,000 in tourist advertising against tourist income of $200,000,000. This compares with $350,000 spent by North Carolina against a $350,000,000 income, and $3,500,000 in tourist advertising spent by Florida, which had a tourist income of some $1.5 billion.

McCann-Marschalk

The final and winning presentation of the day was made by a McCann-Marschalk team headed by Mark Bollman, vp and chairman of the plans board of the agency's Atlanta office. Supporting him were Jonis Gold, creative director, and E. D. Cashore, account executive, both of Atlanta.

Mr. Bollman opened with a detailed explanation—complete with maps and organizational charts—of both his Atlanta office and of the parent company, McCann-Erickson and its affiliates.

Plugging McCann as the "world's largest and only decentralized agency," Mr. Bollman told the board that the parent company billed some $170,000,000 in 1959. McCann-Marschalk, which started out as Marschalk & Pratt in 1955 with billings of $6,500,000, Mr. Bollman said, billed some $30,000,000 last year.

Mr. Bollman said the Atlanta office was "staffed up" with 30 top people who were "completely compartmentalized." Noting that the Atlanta office handles all newspaper and live tv advertising for Coca-Cola—a parent company account—Mr. Bollman assured the board, "Everything we do in Atlanta has got to be as good as New York."

■ He said McCann-Marschalk was interested in getting the board's account because it represented a "very significant and important" acquisition for the Atlanta office. "In New York, Chicago or San Francisco, your account would be considered small," he said. "But outside these big advertising centers, in the Southeast, your account is average size for us. It falls right smack in the middle of our client list, which ranges from $50,000 to $300,000."

Mr. Bollman centered his approach on the use of media. He suggested that the major problem faced by an agency was "building the right image" for the state. To do this, he added, ads must be distinctive and highly creative, as well as in the right media.

To outline the agency's media recommendation, Mr. Bollman turned the presentation over to E. D. Cashore, who said he "disagreed rather violently" with the board's current media schedule.

■ Mr. Cashore told the board it could not afford the "luxury of dissipating its advertising in 'scatter shot' fashion."

"You've got to concentrate your money where you get the greatest unduplicated readership among your prime prospects," he said. "Small ads with no frequency give no impact at all on any group. You should go into a few books hard, rather than spread your ads so thin nobody knows you're there."

He recommended the board use the *Wall Street Journal* as the "primary medium," using 630-line ads every other week for 26 weeks. "We are recommending that you go into the *Wall Street Journal* and that you be in there importantly," he said.

To back up the campaign, he suggested that the advertiser use 15 two-thirds page b&w units in *Business Week* and 12 b&w pages in *America's Textile Reporter*.

The McCann-Marschalk team touched but briefly on tourist advertising.

■ Mr. Bollman explained that before going into detailed recommendations the agency "would have to know things like who the tourists are, where they're from, what are their ages and other data." He said that as a tentative program, McCann would recommend that the state place small-space advertising in the top four inquiry-producing books, which he listed as *National Geographic, Holiday, Woman's Day* and *Redbook*.

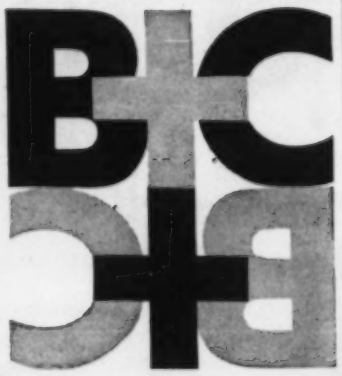
On the creative side, Mr. Gold showed some examples of big-picture, short-copy ads which, he said, "purposely avoid the hackneyed, 'this-is-a-picture-of-our-president' type of ads."

He showed the board what he called "unafraid ads," using offbeat art and headlines, promoting the "two faces" of South Carolina as a place both to live and work. Sample headlines: "Bearings and birdies"; "Rivets and divots"; "Castings and casting."

"Instead of telling specific stories about companies," Mr. Gold explained, "we have to avoid the usual pedestrian approach and dream up ads that are compelling and striking. We're competing against big-spending accounts using high-price advertising, so we have to substitute imagination for money."

He further suggested that the state's industrial advertising use themes like "Du Pont makes it for less in South Carolina" and "Hormel thrives in our fertile soil."

■ Mr. Bollman wound up the McCann pitch by reviewing the state's current "image" and by suggesting ways by which the image could be improved through publicity and promotion projects, which he said would be handled by Communications Counselors Inc., promotion arm of McCann. #



. . . means

Bertsch + Cooper

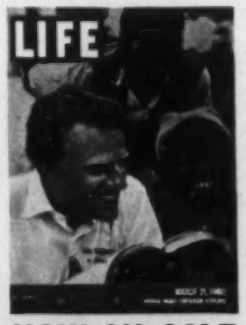
. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Venus Medium & Bertschtype 70B

WHAT DO AMERICANS WANT IN A PRESIDENT...

and how do the candidates measure up?

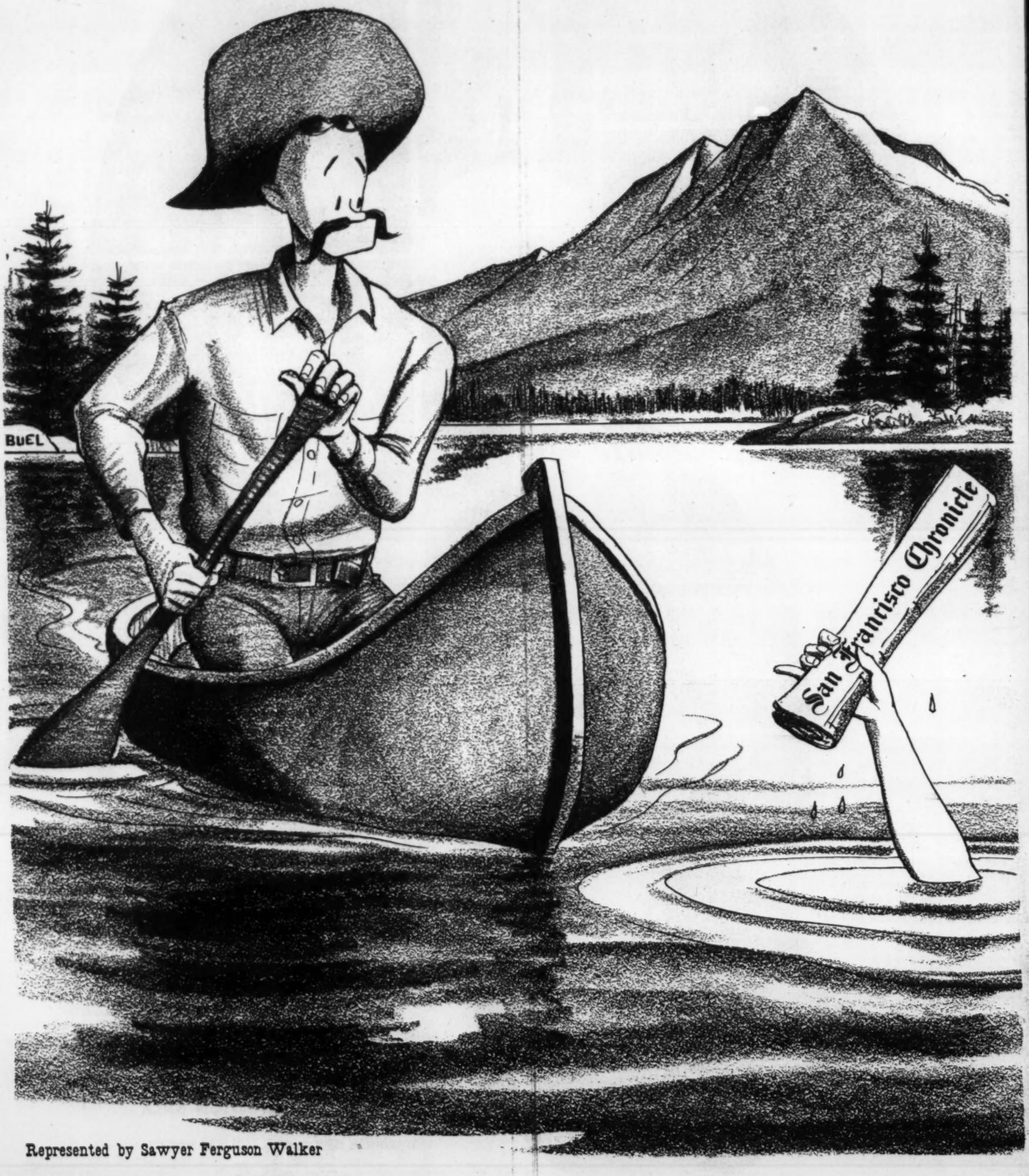
What kind of man do you think the next president should be? How do your opinions stack up against those of other voters? See this week's LIFE and learn about the new measurement LIFE has developed to discover what qualities Americans really want in a president. Find out how voters rate present candidates (and what odd ideas they have about them). This unique field survey is typical of the thorough and perceptive coverage of the election year you can expect in LIFE. It's the kind of reporting that makes more than 6,700,000 Americans buy LIFE every week and will make LIFE fascinating reading in *your* home this week. Get your copy.



NOW ON SALE

Circulation now over 6,700,000 weekly

THE CHRONICLE MEANS THE WEST



Represented by Sawyer Ferguson Walker